



Rotary Club of Baguio

Baguio City, Philippines  
R.I. DIST 3790, CLUB NO. 16863  
Chartered on 21 February 1938  
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# THE CAÑAO

A Celebration of Service

The Rotary Club of Baguio meets  
at the Baguio Country Club  
every Saturday at  
12:30 to 2:20 p.m.



**OFFICIAL CLUB BULLETIN Volume LXII Number 05 - 01 August 09.indd**

## GUEST OF HONOR AND SPEAKER

**DGN Digna R. Ragasa, M.D.**

*Topic:*  
*Rotary Membership: A Quantity of Quality Men and Women*



Please turn to Page 6 for our Speaker's Profile

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## PROGRAMME

12:00 N	Fellowship
12:30 PM	Call to Order ..... Pres. Mia Cawed
	Invocation ..... Dir./PP Gérard Audineau
	Pambansang Awit..... (Everyone)
	Rotary Hymn ..... (Everyone)
12:40	Entertainment.....Dir. Marilyn Barredo
12:50	Intro of VR&G..... IPP Bert Talco
12:55	Finest Moments .....PP Alfred Laygo
1:10	Raffle Draw.....Rtn. Joey Bugayong
1:15	Members' Time ..... (Anyone)
1:25	President's Time..... Pres. Mia Cawed
1:35	Intro of GHS .....PP Veeh Balajo
	Speech..... DGN Digna Ragasa
1:50	Open Forum
2:00	Response ..... Rtn. Naas Demytteneare
2:15	Pilipinas Kong Mahal ..... (Everyone)
	Adjournment..... Pres. Mia Cawed

**PP Raffy Chan**  
Program Coordinator

Retrospector PP Roger Naz

## NEXT WEEK

**08 August 09**

**Club Speaker**

**PP BENNY SUNGA**

*Topic: "Reeducating the Rotarian"*

## PROGRAMME PARTICIPANTS

Invocation .....	Rtn. Rolly De Guzman
Entertainment .....	Rtn. Naas Demytteneare
Intro of VR and G.....	Rtn. Flo Bayquen
Raffle Draw .....	Rtn. Joey Bugayong
Intro of CS .....	VP Libby Fernandez
Response.....	Rtn. Herb Hayes
Program Coordinator .....	Treas. Uwe Koeller
Retrospector .....	Rtn. Angie Visperas

**August is Membership & Extension Month**

## OFFICERS

### ROTARY YEAR 2009-10

John Kenny  
President  
Rotary International

Rolando "Oyan" Villanueva  
District Governor  
District 3790

Reynaldo "Rey" Abellada  
Assistant District Governor  
District 3790

### ROTARY CLUB OF BAGUIO BOARD OF DIRECTORS

Mia Joy "Mia" Cawed  
President

Elizabeth "Libby" Rillera-Fernandez  
Vice President  
Director for Club Membership

Evangeline "Gigi" Maranan  
Secretary

Uwe "Uwe" Koeller  
Treasurer

Ben "Ben" Ladilad  
Director for Club Administration  
President Nominee

Marilyn "Marilyn" Barredo  
Director for International &  
Youth Services

Jose "Joe" Ursua  
Director for Community Services

Gérard "Gérard" Audineau  
Director for The Rotary Foundation

Dwight "Ike" Dulnoan  
Director for Public Relations

Alberto "Bert" Talco  
Immediate Past President

### ADVISERS & OFFICERS

PP Dominador "Doming" Valencia  
Adviser

PP Vicenia "Veeh" Balajo  
Adviser

Rolando "Rolly" de Guzman  
Auditor

Francisco "Ping" Paraan  
Sergeant-at-Arms

Florence "Flo" Bayquen  
Sergeant-at-Arms

### CAÑAO CLUB BULLETIN

Elizabeth "Libby" Rillera-Fernandez  
Editor-in-Chief

Terrence Michael "Mike" Pearson  
Adviser-Consultant

Gérard "Gérard" Audineau  
Imager

Uwe "Uwe" Koeller  
Imager

IPP Alberto "Bert" Talco  
Business Manager

### ROTARY ANNS OF RCB

Juanita "Nitz" Palma  
Rotary Ann President

## PRESIDENT'S CORNER



### Back To The Glory Days

Pres. Mia Cawed

**NO LOAN WAS EXTENDED BY THE CLUB!** Prior to the preparation of the SAR, the Board targeted to collect the club dues of the 42 members expected to stay as members. Against all odds, the Board was determined to pay and report to RI only the members who paid their current dues. Members who are out-of-the country, on-leave and here present in Baguio who have not paid their dues were called, texted, e-mailed. Those who were out-of-town were contacted. Requests from some of these members for the club to advance their dues were politely declined but alternative solutions like internet banking were suggested. As of this writing, all our 42 members have paid and payment to RI has been deposited to the designated account. The SAR is done with. What a display of determination, cooperation and sense of responsibility! **MABUHAY ROTARY CLUB OF BAGUIO!**

**WE SURPASSED OUR GOAL of 92% ATTENDANCE!** For three weeks in a row, we had 100% attendance. For 25 July meeting, we are at 97% with a strong possibility that we will still attain 100% since the time allotted for make-up for the concerned member(s) who have not done their make-up has not yet lapsed. Currently, our monthly attendance is at 99.25%. On 8 August, I am looking forward to reporting a 100% attendance. I pray that make-up(s) will be done before the club submits its July report to the District Governor which is due on 5 August.

**DEJA VU!** The 25 July meeting made a number of our members travel back in time and surely gave them a pleasant feeling of nostalgia. Let us welcome the Rotary Anns and spouses as indispensable and special partners – not gofers and flower vases. Let us fellowship, party and serve together. By entering into a partnership with them, we are assured of a great year in terms of fellowship and service. We have been searching for partners to be able to serve and make worthwhile contributions to the community. But we failed to see the partners that were just right under our nose! This is farsightedness which is usually a condition brought about by age. Now that we have been prescribed our reading glasses, let us wear them so we can read better. Reading better should include the realization that we have forgotten our male spouses. For years now, our club has been admitting lady Rotarians. Have we made their spouses feel welcome, needed and useful?

On ANNOUNCEMENTS AND INVITATIONS, please do not forget the National PR Convention which will be held on 22 August in Clark. Each club is expected to send two (2) delegates. As a matter of policy for this term, the director and members of the committee concerned in a district activity should attend such activity. Attention Director Ike, PR Committee Adviser/PP Mike, Vice-Chair of PR Committee/ASec Dhory, Rtn. Jody, PP Teop, and the other members of the PR Committee! Pre-registration is up to 15 August at P1,000.00 while on-site registration fee is P1,200.00. Another upcoming district activity is the Rotary Leadership in Tarlac on 29 August.

While the director who heads the PR Committee is on leave, Vice-Chair/ASec Dhory and Adviser/PP Mike called for a meeting last Monday, 27 July at the O'Mai Khan Restaurant and attended by Dir./PP Gérard, SAA Flo, Rtn. Engel and Sec. Gigi. Goals and plans were revisited and fine-tuned. Specific activities were proposed and funding was discussed.

REGULAR BOARD MEETING is on the 4th Tuesday of each month.. On 27 July, I presided over the first regular Board meeting at our club office. In attendance were EIC/VP Libby, IPP/Dir. Bert, PP/Dir. Gérard, Directors, Marilyn, Joe U, ASec Dhory, Sec. Gigi and Treas. Uwe. Each committee reported on their accomplishments for the month and what they plan to do for August. Several resolutions were approved. On 8 August, the resolutions so far approved by the Board will be published in the Cañao together with the other matters taken up. A regular column, "THE BOARDROOM", will come out once a month in the Cañao by way of a monthly report.

turn to page 3...Pres. Corner

## Ugandan project takes a long look at ending poverty

By Jennifer Lee Atkin and Maureen Vaught

Rotary International News

Rotarians from the clubs of Muyenga, Uganda, and Genk-Noord, Belgium, are using a multi-faceted approach to bring long-term economic stability to a rural region in Uganda.

Poverty, hunger, and disease often form a vicious cycle, one leading to the next. It's rare for a single project to address all three.

But in 2009, the Ugandan and Belgian clubs launched a multiyear project in Kasamu-Kyali parish in Uganda's Mpigi District, to improve the lives of 4,000 villagers by providing treated mosquito nets, water boreholes and pumps, agricultural supplies and livestock, vocational training and equipment, and educational materials and uniforms.

The US\$250,000 project is supported by a Health, Hunger and Humanity (3-H) Grant from The Rotary Foundation. Clubs in districts 1630, 1720, 3100, and 9200 are also supporting the project.

To help guarantee the project's sustainability, project organizers formed partnerships with Heifer International, Uganda's Ministry of Health, and the Mpigi district and town councils, all of which pledged to support the project over the long term.

Additional help is coming from a cadre of Rotary Community Corps (RCC) volunteers, who formed 10 subcommittees, each overseeing a different aspect of the project, including finance, livestock, and water distribution.

"The villagers are delighted to be part of the Rotary fraternity," Francis Mukasa, a member of the Muyenga club, says of the RCC.

The newly irrigated community farm provides both food and cash crops, while also teaching new agricultural technology, planting methods, and animal husbandry.

Educational needs are being met not only for school-age children but also for adults in the village who lack literacy and business development skills.

Newly purchased sewing machines are being used to create school uniforms for children and mosquito bed nets for villagers.

"This is no drop in the ocean," says Marc Molemans, a member of the Genk-Noord club. "This has to serve the whole community for as long as possible [and] hopefully will help future generations."

Molemans and Mukasa share lessons they learned from this project in the July 2009 issue of *Rotary World*.

[http://www.rotary.org/en/MediaAndNews/News/Pages/090727\\_news\\_uganda.aspx](http://www.rotary.org/en/MediaAndNews/News/Pages/090727_news_uganda.aspx)



Clubs in Belgium and Uganda are working together to bring health and bounty to impoverished villagers.  
*Photo courtesy Rotary Club of Muyenga*

*Pres. Corner - from page 2*

**GREETINGS** to SAA Flo who celebrated her birthday on 29 July and Congratulations to PP Veeh and Rotary Spouse Wylie who are celebrating their wedding anniversary today.

August is Membership Month. Let's welcome another **FUN** and **PRODUCTIVE** month, ever keeping in mind that "**A BETTER FUTURE IS YOUR CHOICE**" since "**THE FUTURE OF ROTARY IS IN YOUR HANDS**". Let us enjoy the fellowship of a bigger crowd brought about by more and quality members that commit us to "**SERVICE ABOVE SELF**".





### The Meeting that was 25 July 09

PN Ben Ladilad

Our Club's fourth regular meeting, as usual, was preceded by a fellowship of the members before the start of the meeting. The meeting was promptly called to order by Pres. Mia at 12:30 PM with a big bang. The invocation was delivered by RAIPP Cely Ladilad followed by the singing of the National Anthem and the Rotary Hymn. In the singing of the Rotary Hymn, all the members have waived the usual practice of singing by holding their hands and together forming a circle. Instead they all stood up side by side with the Rotary Anns and sang the Rotary Hymn by heart.

Our program coordinator, Dir. Marilyn Barredo had skillfully kept the proceedings of the meeting lively and had made everybody awake. Everyone actively participated in the entertainment portion. RAPP Cynthia Meadows handled the entertainment part of the meeting where almost everybody joined the enjoyable rock dance led by PP Doming Valencia and Rtn. Chris Faelnar with their lovely Anns.

Rtn. Chris Faelnar introduced the personalities in the head table and the three guests: Ms. Evelyn Chan, invited by RA Linda Valencia; Ms. Maria Corazon Ocampo, invited IPP Bert; and Mr. Lawrence Valera, who was invited by Rtn. Flo and RAPP Yolly Faelnar. The finest moment was handled by Dir. Joe Ursua who fined all the members of the Club ranging from Php 50.00 to Php 200.00 as reward for their laudable services for the Club.

It was a Ladies Day on 25 July 09 meeting, so the raffle was conducted by the Anns led by RAPP Yolly Faelnar and assisted by RAPP Josie Chan. The prizes given out were won by lucky members of the Club including our lovely Rotary Anns

During the members time Rtn. Naas raised the concern on some Rotary organizations being politicized which are supposed to be apolitical. IPP Bert finally turned over the audited financial report to President Mia for the Club. The Chair on Club Membership Committee, VP Libby, requested every member to support the "4-2 Plan" and encouraged everyone to participate. Likewise, should there be corrections in the members' Classifications, the matter should be brought to the Classification Committee for appropriate action.

Pres. Mia expressed her deep gratitude for the Anns and RCB members for the great attendance noted during meetings. She also hoped that such momentum will consistently improve in all meetings of the Club. President Mia then invited RAPP Linda Valencia, who is the birthday celebrant for the month of July, to come in front for the usual members' greetings.

The Guest of Honour and Speaker, Dr. Nicolas Rimorin Gordo, was introduced by PP Lito. He talked on Novel Influenza A(H<sub>1</sub>N<sub>1</sub>). He mentioned about the World Health Organization declaring the Virus pandemic and that antiviral medicines, if used early enough, can be effective to shorten the duration of the illness. He said that the virus spreads mainly from person to person through coughing and sneezing. He gave advice on what actions to take every time to stay healthy and these are: to cover your mouth and nose when near someone coughing or sneezing, to wash your hands with soap and water regularly, avoid touching your eyes, nose or mouth since germs spread that way. He also discussed the following symptoms once a person is already infected such as: fever, cough, sore throat, runny and stuffy nose, body aches, chills, fatigue, and sometimes diarrhea and vomiting. Furthermore, the higher risks of serious flu related complications were observed in pregnant women, those aged 65 and older, as well as in children below 5 years old.

Dir. Marilyn Barredo managed the open forum well. After the informative piece of the speaker and intelligent questions were answered, the meeting was adjourned after the singing of the Pilipinas Kong Mahal.

## SCENES WE LIKE TO SEE

### Images from Last Week's Meeting 25 July 09



Images by:  
Dir./PP Gérard Audineau



Captions by:  
VP/EIC Libby Fernandez



The singing of the Rotary Hymn in a different style.



But some are violators...what's the penalty?



Don't the Rotarians just look more handsome and suave with their Ladies around?



Rotarians are surprisingly smiley every Ladies' Day - ah happy pairs!



What can these guys not do in a day? They learn, eat, laugh and sway... only the Rotary way!



RAPP Linda is the star of the day with all the hugs, kisses and great wishes!



Pres. Mia presents the token to Dr. Gordo whose A(H<sub>1</sub>N<sub>1</sub>) update made the Rotarians feel better.

## **DIGNA R. RAGASA, M.D.**

30 Cabaroan, Sta. Catalina, Ilocos Sur  
 Residence Tel. No.: (077) 722 8416  
 Cellphone Number: +63 917 7907324  
 TeleFax: (077) 722 57 74  
 E-mail: [dragasa614@yahoo.com](mailto:dragasa614@yahoo.com)

### **Biographical Background:**

Age : 50 years old  
 Sex : Female  
 Civil Status : Single  
 Date of Birth : 14 June 1958  
 Place of Birth : Cabaroan, Sta. Catalina, Ilocos Sur  
 Citizenship : Filipino  
 Religion : Roman Catholic  
 Father's Name : Cresencio R. Ragasa  
 Mother's Name : Dominga R. Ragasa (deceased)  
 Siblings

- Engr. Donato R. Ragasa, 49 yrs. old, Sta. Catalina, Ilocos Sur
- Leilani R. Raquel, USA
- Credo R. Ragasa, D.M.D., 40 yrs. old, Valencia, California, USA
- Bernadette R. Ragasa, M.D., 36 yrs. old, Burbank, California, USA

Occupation :

- **Consultant**, Department of Surgery, Metro Vigan Cooperative Hospital
- **Medical Director**— Metro Vigan Cooperative Hospital, Bantay Ilocos Sur 2727

### **Educational Background:**

*Elementary* :Pangada-Cabaroan Elementary School 1969  
*Secondary* :Ilocos Sur National high School 1973  
*College* :University of Santo Tomas (B.S. General) 1977  
*Post-graduate* :Perpetual Help College of Medicine (Doctor of Medicine) 1981  
 : Ateneo de Manila Graduate School of Business (Master in Hospital Administration)  
*Residency Training*: Department of Surgery, Quirino Memorial Medical Center, Quezon City 1985-1989

**-ACTIVE MEMBER** (ID No. **2220924**) of the **ROTARY CLUB OF VIGAN** (Club Number **16937** chartered **July 5, 1950**) since **OCTOBER 1993**  
**-Classification- MEDICINE-GENERAL SURGERY**  
**-Practically attended all club activities since 1993**

### **Positions held in Rotary:**

#### **CLUB LEVEL:**

Active Member, Rotary Club of Vigan, RY 1993 to present

Director, Community Service, Rotary Club of Vigan, RY 1997-1998  
 President, Rotary Club of Vigan, RY 1998-1999  
 Club Secretary, Rotary Club of Vigan, RY 2000-2001  
 Chairman, Midyear Review Committee, RY 2000-2001  
 Director, Rotary Club of Vigan, Community Service, RY 2001-2002  
 Director, Rotary Club of Vigan, Youth Service, RY 2002-2003  
 Chairman, TRF Seminar Committee, RY 2002-2003  
 Senior Adviser, Rotary Club of Vigan, RY 2003-2004 to present

#### **CLUSTER LEVEL:**

Cluster Chairman, Club Service, Cluster 1A, District 3790, RY 2001-2002

#### **DISTRICT LEVEL:**

Assistant Deputy District Governor, District 3790, RY 1999-2000  
 Assistant District Governor, District 3790, RY 2000-2001  
 Member, District Nominating Committee, District 3790, RY 2001-2002  
 District Chairman, Community Service, District 3790, RY 2002-2003  
 Assistant Governor, District 3790, RY 2003-2004  
 Member, Centennial Celebration Committee, 2004-2005  
 District Chairman, Community Service, District 3790, RY 2005-2006  
 District Governor's Special Representative for the Organization of the Rotary Club of Northern Ilocos Sur) RY 2005-2006  
 Committee Chair, Community Service, District 3790, RY 2007-2008  
 District Governor' Special Representative for the Organization of the Rotary Club of Magsingal North Ilocos Sur) RY 2007-2008  
 District Chairman, Vocational Service, District 3790, RY 2008-2009  
 Rotary Community Corps, District Chairman RY 2009-2010

#### **RI CONVENTIONS ATTENDED:**

Indianapolis, USA-1998  
 Osaka, Japan- 2004  
 Chicago, USA- 2005  
 Los Angeles, USA- 2008

#### **REGIONAL CONFERENCE/ZONE INSTITUTES ATTENDED:**

Bangkok, Thailand 1997  
 Manila, Philippines 2003  
 Kuala Lumpur, Malaysia 2007

#### **DISTRICT AFFAIRS:**

Practically attended all district affairs since 1997



## GHS PROFILE

### **Other CIVIC ORGANIZATIONS:**

Life Member, Philippine Medical Association since 1983  
Member, Ilocos Sur Medical Society, 1983 to the present  
President, Ilocos Sur Medical Society, 1991 to 2001  
Fellow, Philippine Association of Medical Specialists  
Vice President, Philippine Association of Medical Specialists (Ilocos Chapter)- 2008 to present  
Fellow, Philippine Association of Hospital Administrators  
Regular Member, Philippine Association of Family Physicians  
Director, Philippine Association of Family Physicians, (Ilocos Sur Chapter)- 2006 to present  
Member, Provincial Health Board, Ilocos Sur, 2001 to 2007  
Governor, Northwestern Luzon, Philippine Medical Association- 2009-2010

### **AWARDS/CITATIONS:**

#### **Multiple Paul Harris Fellow**

#### **Lifetime Subscriber, Philippine Rotary Magazine**

Outstanding President, RY 1998-1999  
100 Percent Attendance, Rotary Club of Vigan since 1993  
Outstanding Rotarian Award, Rotary Club of Vigan  
Presidential Citation, Rotary Club of Vigan, RY 1999-2008  
Outstanding Assistant Governor, RY 2001-2002, RY 2003-2004  
Outstanding District/Cluster Officer  
Most Outstanding Physician in Community Service (Phil. Medical Association) 2002  
Most Outstanding Physician of the Ilocos Sur Medical Society (Philippine Medical Association) 2008-2009  
Most Outstanding Rotarian, District 3790 RY 2008-2009

### **BUSINESS AFFILIATIONS:**

-Medical Director, Metro Vigan Cooperative Hospital 2000 to present  
-Member, Board of Directors, Ilocos Sur CT Scan, Dialysis and Diagnostic Center  
-Vice President, McBloyds Prints and Ads Inc.  
-Proprietor/Owner, Garden Fiesta Restaurant  
-Member, Board of Directors, Metro Amici Inc.  
-Member, Board of Directors, Vigan Pentamer Inc.

## OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

### **FIRST.**

The development of acquaintance as an opportunity for service.

### **SECOND.**

High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

### **THIRD.**

The application of the ideal of service in each Rotarian's personal, business, and community life;

### **FOURTH.**

The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## FOUR-WAY TEST OF ROTARY

Of all the things we think, say or do:

- 1** Is it the **TRUTH**?
- 2** Is it **FAIR** to all concerned?
- 3** Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- 4** Will it be **BENEFICIAL** to all concerned?

## ACKNOWLEDGEMENT

We thank the members who advertised and solicited advertisements for the Canao.

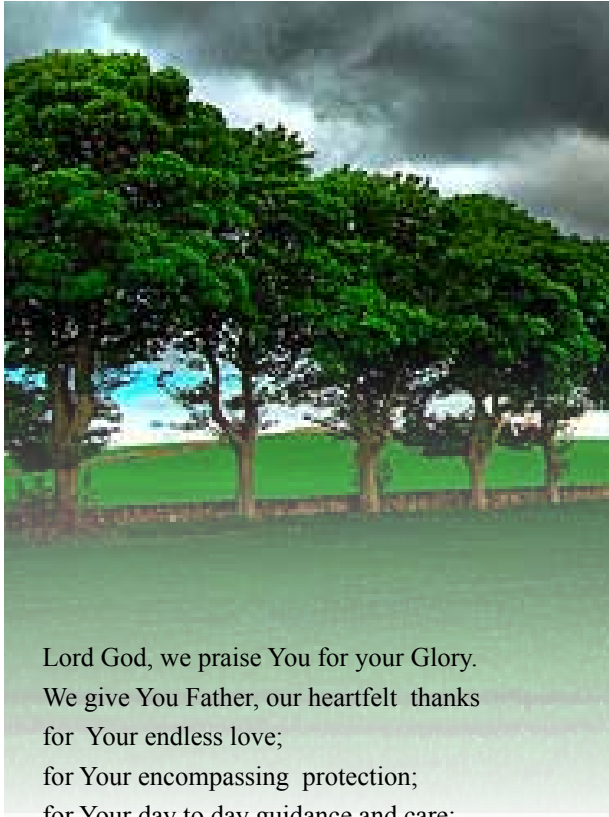
We thank the members who invited guests in our past Rotary meetings.

May your tribe increase!

## INVOCATION



RAIPP Cely Ladilad



Lord God, we praise You for your Glory.  
We give You Father, our heartfelt thanks  
for Your endless love;  
for Your encompassing protection;  
for Your day to day guidance and care;

for Your deep compassion and overflowing mercy for  
us and our fellowmen.

Lord help us to learn how to love more and give back  
to You what You have given to us in return by sharing  
these blessings through Rotary Ways.

We pray for good health for everyone as we protect  
ourselves and our loved ones from the fear and ravages  
of modern times, diseases and pains.

Cure those who are sick and who are in pain. Have  
mercy, just say the word and we shall be healed.

Those who are troubled and in distress, please lessen  
their load and let them persevere more.

Give us the strength and the will to do our part in  
uplifting our lives and that of others.

Make this family day a pleasant and enjoyable one  
with the presence of Your Holy Spirit in our midst.

Continue making the RCB members and the Anns  
committed to their tasks in the Club. Help us as we  
deliberate on the projects and the objects of Rotary for  
another fruitful, successful and enjoyable

Rotary Year.

Amen

## RI PRESIDENT MESSAGE



### RI President Message

RI Pres. John Kenny

My fellow Rotarians:

I have always thought it important to bear in mind that Rotary is a voluntary organization, composed of people who are all themselves leaders. When addressing such an audience, I have never thought it fitting to exhort or demand. Every Rotary club is and must be autonomous: The leadership of Rotary International exists not to control, but to motivate and guide.

And so when we in Rotary speak about the importance of membership, I believe it of the utmost importance to bear in mind that the primary experience of Rotary, for the overwhelming majority of Rotarians, is of the club: of club meetings, club projects, and fellow club members.

When Paul Harris began the first Rotary club 104 years ago, he did not initially think of service. Instead, he had in mind a place where people of good character, intelligence, and morals could enjoy each other's fellowship and friendship. The service came later, as a natural outgrowth of the gathering of such people.

Every good Rotarian, every member who shares our core values, will make a club that much stronger, and that much more attractive for others to join. Unfortunately, it is also the case that bringing in the wrong person can have the opposite effect. Rotarians are and must be people of a certain caliber – people with the capacity to do great deeds, the sense to do them wisely, and the strength of character to do them honestly and well.

In the end, I believe that the best way to bring new members into Rotary is the way it has been done for generations: One member invites a carefully chosen friend, client, or colleague to a meeting and, if the match is a good one, proposes that individual for membership. This is the way that our clubs remain harmonious; it is the way that new clubs become old clubs, and new members become Rotarians for life.

The membership challenges that we face today are considerable, and in many ways new. There is no denying the difficulties posed by the current global financial situation. But in the words of Henry Ford, "If money is your hope for independence you will never have it. The only real security that a man will have in this world is a reserve of knowledge, experience, and ability." And as long as we all do our jobs well, and bring in new members carefully, this is a security we in Rotary will never lack.





PP Mike Pearson

Welcome to the first edition of your club's PR Committee update. We encourage you to read the article and see how you can help the Rotary Club of Baguio fulfill President Mia's "Four+Two" campaign to increase our membership numbers. One of Governor Oyan Villanueva's challenges to Rotary Clubs in District 3790 is – "Each club to hold a major PR campaign to create Rotary awareness for potential Rotarians."

Many people are not aware of what Rotary is or what Rotary clubs do. Public awareness and our club's public image have a direct effect on membership growth, so it's important that the membership and public relations committees work together to coordinate their activities and goals. If our club has a prominent and public presence in our local Baguio community, inviting prospective members to become Rotarians becomes a much easier task to accomplish. Here is an example of the correlation between Rotary Public Relations and Membership Recruitment –

The Rotary Clubs of Rochester, NY, USA and Toronto, ON, Canada co-sponsored gala charity fundraisers to commemorate the inaugural voyage of the Spirit of Ontario, the first high-speed passenger and vehicle ferry on the Great Lakes. The Rotary clubs' role in the historic event garnered significant coverage from local media for several months before the first ferry passage.

The difference in the number of D7120 submissions during the first half of the Rotary year compared to the second half represented a 450% increase in Prospective Members.

The example from District 7120 is not unique. Over the past years, examples of the correlation between publicity and increased interest in Rotary have emerged from Australia, Bolivia, Brazil, Canada, Colombia, Mexico, Nicaragua, Nigeria, United Kingdom, United States, and Venezuela. In addition to a statistical increase in Prospective Member Forms from these areas following Rotary publicity, many of these prospective members included specific comments on their form, explaining that their interest in Rotary was piqued by recent newspaper, magazine, billboard, television, or radio coverage.

**Views from Everywhere**

VP/EIC Libby Fernandez

**When loyalty works...despite the "despites"...**

An organization's strength depends much on the loyalty of its membership. Loyalty is often interchanged with faithfulness, fidelity, devotedness and the like. This important character may be well an organization's breathe of life or it may just be the cause of its destruction.

Loyalty comes in many forms. It may be loyalty to the organization itself, loyalty to the cause, loyalty to one's self or loyalty to just some persons. Many organizations are seen to flourish and count years of stable existence. Looking at these sustained groups, one could see well-informed, committed, determined and purpose-driven membership.

Obviously, this is where loyalty to the cause is evident. Leaders are trustworthy, strong and unwavering. There is a common goal and aspiration. Memberships exhibit a great deal of self-denial and self-sacrifice for a common direction. How can we do this together? What is our action plan and what is our target? What are the issues involved?

Loyalty to one's self, to material gain or to just some persons, however, will definitely lead to a group's downfall. This is because such kind of loyalties serve limited and selfish interests. No strong foundation holds. What is in it for me? Until when do I pretend to care? Where can I fit in my gain? What is my excuse this time? I thought you were on my side? Is somebody watching me?

As members of any organization, the Rotary Club included, we may want to gauge ourselves in terms of our sense of loyalty. One way would be for us to ask questions only us can honestly answer. Am I happy here? Do I really want to do this? Will I perform with all my best? Will an extra mile hurt at all? Do I work only for others to see? Need media coverage? Do I feel I am a part of this whole? Will I stay and serve despite the "despites" I might encounter?

Let us know and keep our answers by heart. ....then let us be guided accordingly!!!

## SECRETARY'S NOTES



**Gigi's Update for  
01 August 09**

Sec. Gigi Maranan

### BIRTHDAY & ANNIVERSARY

**SPECIAL ANNIVERSARY GREETINGS**  
PP Veeh & Wylie Balajo 1 August

### FOR THE RECORD 25 JULY 09

#### Honored Guests 25 July Meeting:

Evelyn Chan, guest of RAPP Linda Valencia; Lawrence Valera, guest of SAA Flo Bayquen, RAPP Yolly Faelnar and RAPP Cynch Meadows; Maria Corazon Ocampo, guest of IPP Bert Talco

#### Rotary Anns 25 July Meeting:

RAPP Josie Chan, RAPP Louie Claridad, RAPP Yolly Faelnar, RAPP Lou Gesner, RA Sally Koeller, RAPP Cely Ladilad, RAPP Cynthia Meadows, RAP Nitz Palma, RAS Emilie Paraan, RAPP Maya Peralta, RA Tess Ramos, RA Yoly Rees, RAPP Linda Valencia,

#### Rota-kids 25 July Meeting:

Raymond Earl Chan, Rota-kid of PP Raffy; Lauren Rees, Rota-kid of Rtn. David Rees

#### We missed you last July 25:

Rtn. Jody Alabanza (*exc*), Rtn. Cecile Apostol (*mu*), PP Veeh Balajo, Rtn. Herb Hayes (*mu*), PP Roger Naz (*mu*), Rtn. Engel Soriano (*mu*), PP Linda Winter (*mu*), PP Johnny Zarate (*exc*)

### ON LEAVE

Dir. Ike Dulnoan, Rtn. Raffy Kapuno, Rtn. Pam Perkins, PP Helmut Schlaaff

### THIS WEEK'S ACTIVITIES

#### RCDS Meeting 24 July:

Rtn. Cecile Apostol, Pres. Mia Cawed, Rtn. Herb Hayes, Treas. Uwe Koeller

#### TRF Committee Meeting 24 July:

PP Gérard Audineau, VP Libby Fernandez, PN Ben Ladilad, Rtn. David Rees, PP Benny Sunga, IPP Bert Talco

#### Service Projects B Committee Meeting 25 July:

Dir. Marilyn Barredo, SAA Flo Bayquen, Pres. Mia Cawed, PP Diony Claridad, Rtn. Naas Demyttenaere,

Treas. Uwe Koeller, PN Ben Ladilad, Dir. Joe Ursua, AS Dhory Vicencio

#### Public Relations Committee 27 July:

PP Gérard Audineau, SAA Flo Bayquen, Pres. Mia Cawed, Sec. Gigi Maranan, PP Mike Pearson, Rtn. Engel Soriano, AS Dhory Vicencio, Rtn. Angie Visperas

#### BOD Regular Meeting 28 July:

PP Gérard Audineau, Dir. Marilyn Barredo, Pres. Mia Cawed, VP Libby Fernandez, Treas. Uwe Koeller, Sec. Gigi Maranan, IPP Bert Talco, Dir. Joe Ursua, AS Dhory Vicencio

### DISTRICT ACTIVITIES TO ATTEND

#### National PR Seminar:

22 August 09; Fort Stotsenberg, Clarkfield, Pampanga

#### Rotary Leadership Institute:

29 August 09; Tarlac

#### Membership Development Seminar for Area 1 & 2:

5 September 09; La Union

#### Rotary Youth Leadership Award (RYLA):

23 to 25 October 09; Baguio

#### Rotary Community Corps (RCC) & The Rotary Foundation Seminar:

14 November 09; Dagupan

#### Manila Zone Institute:

27 to 29, November 09; Dusit Hotel, Makati City

#### Mid Year Review / Candidates Forum:

16 January 10; Vigan

#### Family Day:

13 February 10; Subic, Zambales

#### District Conference:

26 to 27 March 10; Baguio City

#### Year End Review:

5 June 10; Clarkfield, Pampanga

#### Rotary International Convention:

20 to 23 June 10; Montreal, Canada



### MAKE-UP CARD

Thank you for honoring us with your presence

Rotarian: \_\_\_\_\_

Rotary Club of: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_  
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RCB Secretary

\_\_\_\_\_  
**Mia Cawed**  
RCB President

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Rota-Kid Jennifer Winter



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