



Be a gift  
to the world



# The CENTRO

Official Weekly Bulletin

*Awarded Best Club Bulletin RY 2014-2015*

**Rotary Club of Sta. Rosa Centro RI District 3820**

**Outstanding Club RY 2012-2013**

**Most Outstanding Club (Silver Level) RY 2013-2014**

The Rotary Club of Sta. Rosa Centro meets at :

El Cielito Inn, Sta. Rosa-Tagaytay Road, Sta. Rosa, Laguna every Friday at 7:00pm.

Club website: [www.rcstarosacentro.org](http://www.rcstarosacentro.org)

Club e-mail : [rcstarosacentro@outlook.com](mailto:rcstarosacentro@outlook.com)

# Officers & Directors, Rotary Year 2015-2016

## Officers

WCP Delhi Penelope "Pen" Cuya	President
PE Carmela "Mel" Tadeo	President Elect
PP Zenaida "Zeny" Dictado	Vice President
PP Hazel "Hazel" Ramos	Secretary
PP Maryann "MeAnn" Gonzales	Treasurer
PP Carolina "Carol" Salvahan	Auditor
PP Jacqueline "Jacqui" Victoria	Protocol Officer
IPP Arlene "Mayor" Arcillas	Ex-Officio
PP Priscilla "Precy" dela Cruz	Executive Secretary

## Club Committees

PP Priscilla "Precy" dela Cruz	Club Administration
Rtn Michelle "Michelle" Baldemor	Membership
Rtn Gloria "Glo" Bedienes	Service Project
PP Teodora "Doray" Lucero	Community Service
PE Carmela "Mel" Tadeo	Vocational
Rtn Evelyn "Evs" Laranga	Youth
PP Elenita "Leni" Lantin Ma	International
PP Joel Liza "Liza" Pineda	The Rotary Foundation
IPP Arlene Arcillas	Public Image
PP May Grace "Maya" Padiernos	Special Projects
PDG Consuelo "Chit" Lijauco	Club Trainer
PP Elenita "Leni" Lantin Ma	Asst. Club Trainer



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**The Rotary Club of Sta. Rosa Centro  
Regular Weekly Meeting  
El Cielito Inn**

**PROGRAM  
September 18, 2015**

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Call to Order	WcPres Pen Cuya
Invocation	PP Doray Lucero
National Anthem	
Four-Way Test	Rotex Leire Lopez
Object of Rotary	Rtn Glo Bedienes
Acknowledgment	PP Precy dela Cruz
Welcome Remarks	AG Liza Pineda
Introduction of Guest Speaker	Rtn. Michelle Baldemor
Speaker's Time	Mr. Rene Florencio
Q& A	
President's Time	WcPres Pen Cuya
Announcements	PP Hazel Ramos
Adjournment	WcPres Pen Cuya
Centro Hymn	

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**Chairwoman of the Night  
PDG Chit Lijauco**

**If any person is unable to fulfill their positions as above please make arrangements with another Rotarian to take your place.**



Heavenly Father, we thank you for your many blessings. We thank you for the privilege of belonging to this organization of Rotary, for the fellowship and support from our friends here this evening, for the opportunity to share ideas, but mostly for the opportunity to serve. Amen

## 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 every 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.



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?

♪♪\*Sweet Rotary\*♪♪  
(The Centro Hymn)

When it began  
I can't believe it happened  
But then I know it's going strong  
2001  
That's when it came to being  
Who'd have believed  
we'll grow to be...

\*Hands, touching hands  
\*Reaching out, touching me,  
\*touching you  
\*Sweet Rotary  
\*Sta. Rosa Centro's good  
\*I've been inclined  
\*To believe we're going strong  
\*And now, I...

Look all around  
So many help is needed  
C'mon, together I know we could  
And when we hurt,  
We can just smile and bear it  
'Coz we were born  
to serve and be....

Warm, touching warm  
Reaching out, touching me,  
touching you  
\*Sweet Rotary  
\*Sta. Rosa Centro's good  
\*We're going strong  
\*We are here for all of you  
And now, I...  
(Repeat \*)

**RC Centro's GREAT!**



## President's Message

Dear Centro Ladies,

Seeing Leire's exciting giggles when we presented her birthday cake makes me realize, "It's good to be 16 again!" Thank you ladies for your effort to make it happen.

Rotary International invited us to join the celebration for the International Peace Day. So I suggest we collate our pictures posing with a peace sign and reformat it again as one peace sign. Please post individual photos on our facebook and web page since our numbers are not enough to make a human peace sign.

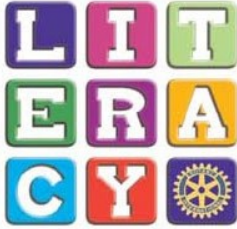
I congratulate PP Doray for celebrating her senior year, being healthy and still blooming. We are blessed for having you with the Rotary family.

And to you ladies, thank you for your support to the club. We may not be as we expected from the start but I strongly believe your love for the club will always be there.

Yours in Rotary,

**World Class President**

**Delphi Penelope "Pen" Cuya**



## ROTARY CORNER

## MEMBERSHIP

## EVALUATING YOUR CLUB

*Continued from Issue 11...*

**Service projects**

Review your service projects. Are they inspiring and enjoyable for everyone involved? • Does your club have an exciting signature service project that all members are involved in? • Does your club invite nonmembers (friends, family, colleagues, Rotary alumni, Rotaractors, and other community members) to participate in your service projects and learn more about your club? • Do your service projects address a current need in your community, as well as suit the interests of your members? • Do your club members meet the people that benefit from their service?

**Focus groups**

Every club is different, and the needs of your community are unique. Focus groups are a useful tool for meeting with non-Rotarian members of your community, introducing them to Rotary, and obtaining helpful feedback on how your club can become even better. Hiring an outside professional to conduct the focus group increases the likelihood that the results will be unbiased. Some clubs have even asked an agency to donate this service. If having an outside professional conduct a focus group is not possible, it is important to make sure that the facilitator can be openminded and objective. Here are some steps that can get you started:

***STEP 1: ISSUE AN INVITATION***

Compose a list of community members that you would like to invite. Aim to create a diverse group of men and women that includes varying ages



## ROTARY CORNER

and professions. Invite prospective members as well as Rotaractors, Rotary alumni, and others who know a little about Rotary. Tell them why you are inviting them to your focus group and make sure they know how valuable their opinions are to your efforts to shape future projects and activities.

### *STEP 2: CREATE THE ENVIRONMENT*

Once you have invited your participants, work on creating an environment in which people feel free to speak candidly. The question-and-answer session should be relaxed, more like a discussion among friends than a formal survey. Spend a few minutes introducing yourself, recounting how you got involved in Rotary, and explaining why you've been looking forward to the focus group.

Ask the participants to introduce themselves. Encourage them to mention anything they would like in their introductions, such as their profession, how long they've lived in the community, or whether they're currently involved in any professional or service groups.

### *STEP 3: HAVE THE CONVERSATION*

Be ready with an agenda. It may have just 10 questions you'd like to cover. The best way to prepare is to think of questions that cannot be answered with a yes or a no: • What attracted you to this community? • If you had one extra hour per day to give away, how would you spend it? • What problems do you see in our community?

*STEP 4: SHARE THE RESULTS* Prepare your top five findings from the focus group's discussion. You might present this information during a club meeting, conduct a brainstorming session, and provide your club with a one-page summary for reference.

Rotary

ROTARY INTERNATIONAL  
News & Updates**ROAD TRIP REVS UP INTEREST IN ROTARY**

*The Rollin' With Rotary team, clockwise from top left, Adam Barth, Kathy Fahy, Jason Browne, RI Director Jennifer Jones, and Marie Fallon, stop off at Rotary International Headquarters in Evanston, Illinois, USA, on 6 August.*

Members of the news media had gathered, along with the mayor of Windsor, Ontario, Canada, and a group of Rotary members, on the bank of the murky Detroit River. It was early August and the members were about to amaze the reporters on hand.

Jason Browne and Adam Barth, members of Rollin' With Rotary, a four-person team of Rotary members who visited a dozen cities this summer, dipped a bucket into the polluted water. The reporters watched as they poured the brownish water into a filter, part of a \$1,000 survival kit that Rotary and its project partner ShelterBox distribute to disaster victims worldwide. The water came out clear. Browne, Barth, and their teammates drank glassfuls and grinned broadly.

Source : [www.rotary.org](http://www.rotary.org)

## ROTARY INTERNATIONAL

### News & Updates

Then they invited Mayor Drew Dilkens to take a drink. "He survived," says Rotary International Director Jennifer Jones, laughing. "And the media went nuts!" Jones, who is from Windsor, traveled with the team.

That day, Rotary was front-page news locally and featured on radio and TV. It was the kind of coverage that would be repeated almost every day of the nine-day Rollin' With Rotary tour, 1-9 August. Says Jones: "Our aim was to make Rotary look cool, hip, and relevant. And I think we did it."

The trip was a direct outgrowth of Rotary's Young Professionals Summit, held last September in Chicago, at which Jones had encouraged the young Rotary participants to dream big. Barth, 31, of the Rotary Club of Jacksonville, North Carolina, USA, took that exhortation to heart and came up with the idea for the tour.

His plan was immediately endorsed by Kathy Fahy, 41, of the Rotary Club of Iowa Great Lakes (Spirit Lake), Iowa; Marie Fallon, 40, of the Rotary Club of Pittsburgh East, Pennsylvania; and Browne, 32, of the Rotary Club of State College-Downtown, Pennsylvania. "We were discussing what people don't understand about Rotary and we said, 'What would people think if we stopped in their town and did something crazy? That would show them how fun Rotary can be,'" recalls Browne.

Some of the fun was on display at Cedar Point amusement park in Ohio, where the team gave away discount coupons. "It gave us a chance to explain Rotary," says Browne, "and we also went on rides and got people to yell, 'Let's Go Rotary!'"

At other stops, the team delivered explicitly educational messages about the good that Rotary does. In Perrysburg, Ohio, the team participated in a six-block "water walk," toting heavy containers of water to demonstrate how women and children in the developing world struggle daily to provide water for their families.

During the drive between Taylor and Ann Arbor, Michigan, the team's RV -- festooned with the Rotary logo -- had a motorcycle escort of more than 80 members of the Wounded Warrior Project. Other drivers pulled off the road to watch, took photos, and were among the people who donated \$11,000 that day to help disabled veterans.

While in Ann Arbor, team members participated in an End Polio Now walk that concluded on the University of Michigan campus, in the building where, 60 years ago, the public announcement of the polio vaccine's effectiveness was made.

Near the end of the tour, already thinking how much he would miss it, Jason Browne offered a piece of advice to fellow Rotary members: "We would have loved to come to every city in the country. We couldn't do that, so do something on your own -- anything you can think of to promote Rotary!"

By Nancy Shepherdson

Rotary News

8-Sep-2015



## Centro In-Focus

Regular Meeting  
September 11, 2015  
The Old Spaghetti House, Paseo de Sta. Rosa



*Happy Birthday  
Rotex Leire  
Lopez!! From your  
Centro family*





**Centro-In-Focus**

*Centro Ladies at RC Downtown Batangas City Induction!  
Batangas City Convention Center  
Sept. 16, 2015*



DISTRICT 3820

Rotary

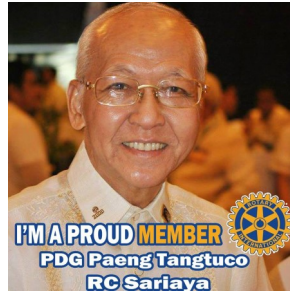


RI DISTRICT 3820

News &amp; Updates

Dear Fellow Rotarians,

November is The Rotary Foundation Month. As usual we are going to recognize our generous Rotarians who contribute



to The Rotary Foundation this Rotary Year. The Rotary Foundation recognition night is host by Rotary Club of Lipa on November 21, 2015 at Peugeot Pavilion in Tambo, Lipa City. In order to be recognized at this occasion, please pay your contribution on or before November 15, 2015.

Thank you so much for your generosity and support to The Rotary Foundation.

Yours in Rotary,  
PDG RAFAEL "PAENG" TANTUCO  
District Governor 1999-2000  
Annual Giving Chairman  
Regional Promotion Coordinator

The  
**Rotary**  **Foundation**

Doing Good In The World



EVERY  
ROTARIAN  
EVERY  
YEAR

DISTRICT 3820

Rotary



RI DISTRICT 3820

News & Updates

"Give a young person the opportunity of a lifetime by being part of the Rotary Youth Exchange. Exposure to new cultures and customs is a powerful way to promote global understanding and peace. And it's not students who benefit but your rotary club and host families too . . . "

Anonymous



THIS IS IT! It's this time of the year where we invite students 15-18 years of age to participate in the District 3820 Youth Exchange Program for School Year 2016-17. On November 21, 2015 at Café De Lipa, San Carlos Drive , Lipa City, Batangas, an Interview and selection process will be done for prospective Outbound Students starting at 9:30am onwards.

If you think your child has the potential to explore and conquer the world then wait no more for Rotary International Youth Exchange Program is here. We have District partners in the USA, France, Germany, Switzerland, Spain, Brazil, and Mexico.

Please feel free to contact any of the Youth Exchange Officers in your area or directly contact me for the application forms and other details of the program. Please note that for this year onwards, we are opening up the program even to children of non-Rotarians.

Yours in Rotary Service,  
YEO PP Hoover S. Picar  
Chairman  
YEPI



## For your Information

### Meet Renato Florencio



Renato “Rene” Florencio is the President of several corporations such as Golconda Cultured Diamonds, Technomarine Phils., Inc., Moissanite Phils. Inc., Rafael Jewellery Co. Inc., My Diamond Co. Inc., to name a few. Jewelry is the core business of the Florencio family. One could say, the passion for jewelry making is in their blood because all of his three children are following their parents’ footsteps. Mr. Florencio is a graduate of BS Mechanical Engineering at the National University. To further his business skills, he took his MBA at the University of the Philippines and the Top Management Program at the Asian Institute of Management.

As a rotarian, he was the President of the Rotary Club of Marikina in RY 2006– 2007 and served as Deputy District Governor for RY 2011-2012.

Mr. Florencio’s wife began the business in the basement of their house with two plateros or goldsmiths. Initially, she sold to former classmates, co-parents in Ateneo and Mr. Florencio’s own personal network. He was then the president and general manager of Connell Bros. Co. Pilipinas, Inc. He decided to join the family business and quit from Connell Bros. after 15 years in the company.

At present, Mr. Florencio is the National Representative of the Asean Jewelry Association, the Vice President of the International Ambassador Club of the Philippines, and the Charter Chairman, Asean Jaycee Senate Foundation.





## For your Information

### Gems of Business Wisdom

- Find your passion. Find the product or service that you can feel passionate about. “That means having to work even during the holidays,” according to Mia Florencio.
- Learn how to work with your people. Filipino goldsmiths are very talented; they have an instinct for the craft. Unlike other goldsmiths, they can create the design based on a rough drawing or a description. But managing them is a challenge since many of them have an artist’s temperament.
- Educate yourself about what you’re getting into.
- Be willing to gamble. The willingness to try new things that you could use in the business is a key factor, according to Rafael Florencio.
- Credibility and trustworthiness are vital. “When customers do business with you, they should feel they are getting a fair deal,” says Renato Florencio.
- Like the craft of making jewelry, building a business requires endless patience.
- • Building relationships comes first over making a fast buck. Establish a good brand to promote trust with your customers, according to Tomy Florencio.





## Reflections

“The motive power of Rotary is friendship. This is true today; the same statement could have been made in equal truth yesterday and let us hope that it may be truthfully made throughout all time. “

Twelfth International  
Convention at  
Edinburgh, June 13 ,  
1921, Paul P. Harris



*“Friendship...the craving for which brought  
Rotary into existence is the thing that will keep  
Rotary a living, vital force in the world for all  
time, the very foundation of our organization.”  
— Address to 1920 Rotary Convention, Atlantic  
City, New Jersey, USA*



## Treasurer's Report

**TREASURER'S REPORT**  
**ROTARY CLUB OF STA ROSA CENTRO**  
**RY 2015-16**  
**PP MARY ANN H. GONZALES**

Beginning Balance as of September 17, 2015

Php 96,587.24

No transactions - Sept 9 to Sep 17

Ending Balance as of September 17, 2015

Php 96,587.24





## What's coming up?

### Friday, September 18

Happy Birthday!! PP Doray Lucero

Regular Weekly Meeting



### Saturday, September 19

Coastal Cleanup Day

### Friday, September 25

IEC on Water Conservation and Climate Change

Regular Weekly Meeting

### Wednesday, September 30

Raffle Draw Remittance - 2nd Due Date

### Friday, October 2

Regular Weekly Meeting

### Saturday, October 3

Rotario Educare

### Friday, October 9

Regular Weekly Meeting

### Friday, October 16

Board Meeting

Regular Weekly Meeting

### Sunday, October 18

Grand Raffle Draw - Regalo't Papremyo for Juan & All

### Friday, October 23

Halloween Party

**Next Week's Order of Business**

**The Rotary Club of Sta. Rosa Centro  
Regular Weekly Meeting  
El Cielito Inn**

**PROGRAM  
September 25, 2015**

Call to Order	WcPres Pen Cuya
Invocation	Rtn Michelle Baldemor
National Anthem	Rtn RJ Animo
Four-Way Test	Rtn Glo Bedienes
Object of Rotary	Rtn Sheila Santillan
Acknowledgment	PP Precy dela Cruz
Recognition	PP Leni Lantin
Secretary's Report	PP Hazel Ramos
Treasurer's Report	PP Meann Gonzales
Committee Reports	Committee Chairpersons
President's Time	WcPres Pen Cuya
Adjournment	WcPres Pen Cuya
Centro Hymn	

**Chairwoman of the Night :  
PP Liza Pineda**



**PROUD  
MEMBER**

## Roster of Members

Name	Rotary ID	Classification	Birth date	Date Admitted
Roselle Animo		IT Professional	11-Jun	
Arlene Arcillas	8275828	City Representative	31-Jul	1/7/2011
Michelle Baldemor	8879856	Retail	1-May	4/28/2014
Gloria Bedienes	8612318	Trading	14-Apr	12/31/2012
Pinky Belizario	8879854	Human Resources Man- agement	24-Jan	4/28/2014
Delphi Penelope Cuya	8275831	Healthcare	12-Feb	1/7/2011
Priscila De la Cruz	5333454	Leasing	24-Aug	4/1/2001
Jennifer Dee	8773225	Pediatrician	20-Mar	11/18/2013
Ma. GERALYN Dee	8574451	Interior Design Engineer/	9-Dec	11/1/2012
Herra Thessa Diaz	9244236	Businesswoman	27-Jun	4/1/2015
Zenaida Dictado	6416676	Pallet Manufacturing	14-Sep	10/7/2005
Ma. Cecilia Gabatan	8612321	Real Estate Broker Real Estate Developer/	27-Oct	12/1/2012
Mary Ann Gonzales	5333525	Cooperative	20-Mar	3/28/2001
Donghee Kim		Doctor		
Sarminda Knoll		Housewife	20-Jul	
Evelyn Laranga	8465660	Education	25-Jul	12/26/2011
Consuelo Lijauco	5333445	Magazine Editing	15-May	3/28/2001
Cheryl Lu	5333496	Pest Control Services	17-Apr	3/28/2001
Teodora Lucero	8045358	Midwife	18-Sep	7/1/2009
Elenita Ma	6261683	Dentist	10-Jan	11/5/2004
May Grace Padiernos	5984127	Furniture Retail	6-May	6/30/2003
Joel Liza Pineda	7019336	Human Resource Pro- vider	30-Mar	12/31/2008
Hazel Ramos	6165816	Money Lending	1-Jul	6/30/2004
Aurelyn Salandanan	8773229	Obstetrics-Gynecologist		11/18/2013
Carolina Salvahan	5333457	Window Fashion Con- tractor	4-Jul	3/28/2001
Shiela Santillan	8574457	Restaurateur	2-Apr	11/1/2012
Carmela Tadeo	8415873	Logistics	24-Dec	8/1/2011
Jacqueline Victoria	6556182	Watch Services	7-Nov	9/1/2006



## Attendance Report

### Attendance

**Period : Sep 11 to Sep  
17, 2015**

Total Membership	28
Members Present	5
Meetings Made-up	8
Leave	6
Senior	3
Total Attendance	22
Attendance Percentage	79%



#### Rotary Club of Sta. Rosa Centro

RID 3820 Club ID No. 55177

Make Up Card

We had the pleasure of having you as  
our guest/visiting Rotarian

\_\_\_\_\_  
Name

\_\_\_\_\_  
Rotary Club

\_\_\_\_\_  
During our club meeting today

\_\_\_\_\_  
Date

\_\_\_\_\_  
Secretary Hazel Ramos

### Special Observances

July 2015

Start of Rotary Year 2015-2016

August 2015

Membership & Extension Month

September 2015

Area of Focus: Basic Education and Literacy

Area of Focus: Economic and Community

October 2015

Development

November 2015

The Rotary Foundation Month

December 2015

Area of Focus: Disease Prevention and Treatment

January 2016

Vocational Service Month

February 2016

Area of Focus: Peace and Conflict Prevention/  
Resolution

March 2015

Area of Focus: Water and Sanitation

April 2015

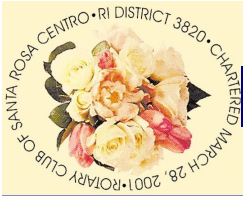
Area of Focus: Maternal and Child Health

May 2015

Youth Services Month

June 2015

Rotary Fellowships Month



## Mission and Vision

### VISION

The Rotary Club of Sta. Rosa Centro is the place to be for **professionals** to nourish a culture of **service** while fostering lasting **friendships** and causing their own **development, growth, and empowerment.**

### MISSION

The **Rotary Club of Sta. Rosa Centro** is committed to:

The care of **WOMEN and CHILDREN**, pioneering in programs that address their needs

The care and preservation of the **ENVIRONMENT**, providing clean and healthy surroundings for children to grow up in.

The spread of **LITERACY**, specifically for women and children.



**Be a gift to the world**

*The **CENTRO** is published weekly as the official weekly program bulletin of the Rotary Club of Santa Rosa Centro, Rotary International District 3820, Club ID No. 55177. We are accepting contributions to the weekly club bulletin. Please submit your articles from Saturday to Wednesday at Email: [ana\\_clariz06@yahoo.com](mailto:ana_clariz06@yahoo.com). All contributions submitted later than the deadline will be included in the next week's issue. Only those articles submitted on or before the deadline will be included in the week's issue.*