

The CENTRO

Official Weekly Bulletin



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

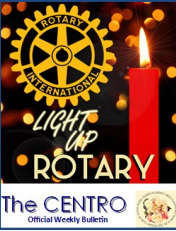
Club e-mail : thevisioningcentro@yahoogroups.com

Officers & Directors, Rotary Year 2014-2015

| | |
|---------------------------------|---------------------|
| Arlene "Mayor" Arcillas | President |
| Delhi Penelope "Pen" Cuya | President Elect |
| PP Jacqueline "Jacqui" Victoria | Vice President |
| PP Cheryl "Che" Lu | Secretary |
| PP Carolina "Carol" Salvahan | Treasurer |
| Rtn Geralyn "Jay" Dee | Auditor |
| PP Zenaida Dictado | Protocol Officer |
| IPP Teodora Lucero | Ex-Officio |
| PP Joel Liza "Liza" Pineda | Executive Secretary |
| PDG Consuelo "Chit" Lijauco | Club Trainer |
| PP Elenita "Leni" Lantin Ma | Asst. Club Trainer |

Club Committees

| | |
|----------------------------------|-----------------------|
| PP Priscilla "Precy" dela Cruz | Club Administration |
| Rtn Ma. Cecilia "Cecile" Gabatan | Membership |
| PP Maryann "MeAnn" Gonzales | Service Project |
| PE Delphi Penelope "Pen" Cuya | Community Service |
| Rtn Carmela "Mel" Tadeo | Vocational |
| PP Hazel Ramos | Youth |
| PP Elenita "Leni" Lantin Ma | International |
| PP Joel Liza "Liza" Pineda | The Rotary Foundation |
| Rtn Myrna Valle | Public Relations |
| PP May Grace "Maya" Padiernos | Special Projects |
| Rtn Carmela "Mel" Tadeo | Finance Committee |



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

**PROGRAM
September 19, 2014**

| | |
|--------------------|------------------------|
| Call to Order | BcP Arlene Arcillas |
| Invocation | Dir. Mel Tadeo |
| National Anthem | Rtn. Michelle Baldemor |
| The Four Way Test | IPP Doray Lucero |
| Object of Rotary | Dir. Evs Laranga |
| Acknowledgment | Dir. Myrna Valle |
| Secretary's Report | PP Che Lu |
| Treasurer's Report | PP Carol Salvahan |
| Committee Reports | Committee Chairs |
| President's Time | BcP Arlene Arcillas |
| Other Matters | |
| Centro Hymn | |

**Chairwoman of the Night
PP Mary Ann Gonzales**


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

INVOCATION



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

R O T A R Y R O T A R Y



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:

- 1 The development of acquaintance as an opportunity for service;*
- 2 High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of his occupation as an opportunity to serve society;*
- 3 The application of the ideal of service by every Rotarian to his personal, business and community life;*
- 4 The advancement of international understanding, good will, and peace through a world fellowship of business and professional men united in the ideal of service.*

R O T A R Y R O T A R Y

♪♪●*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!



The Rotary Four Way Test



1. Is It Truth?
2. Is It Fair To All Concerned?
3. Will It Build Goodwill And Better Friendships?
4. Will It Be Beneficial To All Concerned?



President's Message

Hello, ladies!

As we continue with our New Generations Month, we have to ask ourselves this: How young do we feel? No, this is not a question about wrinkles or greying hair; this is a question about our ability to

keep up with the Generation Y. We have to know if we can relate with our kids or is there that imaginary wall that blocks us from understanding the current generation of our youth.

If there is that wall, we can better understand the current generation through the inspiring words of Karl Lagerfeld who said: "Youthfulness is about how you live not when you were born."

So, it does not matter whether we are part of the Generation Y, of the Generation X, of the Baby Boomers or any other generation. What matters is that as we live, we are able to inspire. We have to strive to inspire the youth to be better persons by showing how we live, how we make use of our time, of our resources, of our talents, and how we use our blessings to benefit many. That age does not matter; that what matters is to prove to the youth that whatever generation you belong to you can make a difference in others' lives.

By living this way, we can be youthful again, not in age but in outlook. By living this way, we can invite the youth to be more open to us. By living this way, we can touch the lives of the youth.

As in the song 'Forever Young' of One Direction, the latest fave band of the youth today, we can and must stay young so we better relate with the Generation Y.

Yours in Rotary,

Best Class President Arlene "Mayor" Arcillas



District 3820

Rotary Club District 3820**Updates****District Grants Management Seminar**

Dear Best Class Presidents/ Best Class Rotarians,

Greetings of love, joy and peace in the name of Rotary!

The District Grants Management Seminar will be held on October 4, 2014 at Lima Park Hotel, Malvar Batangas. The Grants Management Seminar is one of the requirements in your club's application of a District Grant. No District Grants Application will be processed/ approved without the attendance of at least (3) members of your club in any of the President, President-Elect, President Nominee, Club Rotary Foundation Chairman and Club Rotary Foundation Committee Member. Deadline is extended until September 29, 2014. There will be no Onsite registration. Failure to satisfy this requirement will not qualify a club from the grants structure of the future vision plan. Please register now and you may deposit to our:

BDO Account Name : Rotary Club of Metro Lipa

Account Number : 001888009522

Registration Fee : Php 900.00

Please Email names & scanned deposit slip

to: eric.nario@rotarymetrolipa.org

Yours in Rotary,

IPDG Danny C. Ona

District Governor RY 2013-2014

District Grants Management Seminar Host Chairman

IPDS Eric Nario

President RY 2006-2007

District Grants Management Seminar

Rotary Club District 3820

Updates

Upcoming District Activities

Enumerated below is the Schedule of our upcoming District Activities for your advanced information and perusal.

UPCOMING DISTRICT ACTIVITIES:

1. International Coastal Clean Up Day - September 20
(Simultaneous for Areas 1-4)
2. Grant Management Seminar - October 4
Lima Park Hotel - Lipa City
3. YEP Orientation—October 4
4. District RYLA - October 24-26
Dalampasigan Resort - Sariaya, Quezon
5. District MUNA - October 25
Queen Margaret Hotel - Lucena City
6. District Intercity Meeting AREAS 1 & 2 - October 25
Blue Sapphire Hotel - Lipa City
7. Kota Kinabalu Zone Institute - November 21-23
8. TRF Recognition Night - November 25
Bellevue Hotel - Alabang, Muntinlupa City
9. District Christmas Party - December 6
Queen Margaret Hotel - Lucena City
10. Rotary Day Anniversary Celebration - February 23
11. District Conference - February 27-28
Sofitel Philippine Plaza Hotel - Pasay City
12. District Recognition and Awarding Ceremonies - May 29
hosted by RC Sta. Rosa Centro
13. International Convention - June 6-9
14. Deadline of Submission of Accomplished Projects - March 31

Yours in Rotary Service,

CASIMIRO "Jojo" A. DE GUIA, JR.
District Governor - RY 2014-2015
Rotary Club of Taal-Lemery
Rotary International District 3820



Rotary

ROTARY INTERNATIONAL

News & Updates

Celebrating Rotary's programs for young people



Rotaractors provide access to fresh vegetables in France

Imagine a community where the residents are all free to plant, grow, harvest, and eat healthy food whenever they want without having to pay for it. That's exactly what residents of more than 20 cities and towns in France are doing through a project called Potalib, launched by the Rotaract Club of Versailles. It's just one example of how Rotary's programs for young people develop leaders.

Source : <http://www.rotary.org>



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 , 2921, 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*



Centro In-Focus

Farewell Party and Sisterhood Contract Signing with Rotary Club of Wodonga West, Australia

September 13, 2014

Buona Vita, Molito, Alabang



Sister hood Contract Signing—RC Sta Rosa Centro represented by BcPres Arlene Arcillas and RC Wodonga West represented by President Leanne Lucas. Also in photo : Centro Club Secretary Che Lu, PP Neville Hull, PDG Chit Lijauco

represented by President Leanne Lucas. Also in photo : Centro Club Secretary Che Lu, PP Neville Hull, PDG Chit Lijauco





Local RYLA (Rotary Youth Leadership Award)

September 13, 2014
Greenfield Integrated School



The Local RYLA held at the Greenfield Integrated School is a joint project of RC Sta Rosa Centro and RC Sta. Rosa. The theme of the event is "A Healthy Atmosphere, A Healthy Life and Community."



Rotary Youth Leadership Awards (RYLA) is a leadership program coordinated by Rotary Clubs around the globe. Each year, thousands of young people participate in this program. Young people ages 14–30 are sponsored by Rotary Clubs to attend the event run by the club's district committee. Participants are chosen for their leadership potential.

LET US INTRODUCE YOU TO
OUR ROTARY.

CONNECT FOR GOOD

Attracting Younger Professionals to Rotary Club- Part 1

90 percent of Rotary members worldwide are age 40 and older. This is a staggering statistic and one that we can't take lightly. Anyone who has been involved with Rotary has such passion for the organization. We need to determine how to leverage that passion to the next generation.

Rotary International regularly conducts research with non-members and members including women, younger professionals, retirees, and alumni.

From 2007 through 2012, in person focus groups were conducted in Argentina, Australia, Brazil, Canada, France, Indonesia, Japan, South Africa, Sweden, and the United States. Research was also conducted worldwide through web-based group discussions.

Non-member focus groups were conducted by external vendors such as Ipsos, Japan Market Intelligence, and Focuscope.

Most recently, thanks to a generous gift by two Past District Governors, the Young Professionals Campaign was created to find out how Rotary can better engage and attract younger professionals. As part of their work, the team conducted several focus groups in small, medium, and large markets.

Additional support for the following conclusions and recommendations come from tightly-managed surveys of new, veteran and resigned members as well as other members of the Family of Rotary such as program alumni.

Further support for the best practices presented in this session have been and are currently being tested and proven by more than 1500 clubs through 7 membership pilot programs.

CONNECT FOR GOOD

During the focus groups, the participants discussed the following topics:

Levels of awareness, Perception, and image of Rotary.

Perception of membership value propositions such as volunteering, service, and networking.

Attractiveness of membership and barriers to membership and how to improve potential and current members' experiences

First, we learned that it's important for clubs to change their culture because a more inviting and inclusive club culture translates into more members. Clubs need to look at themselves and determine how welcoming they are to younger professionals.

As one focus group participant in Appleton, Wisconsin aptly put it, "Don't tell me what you're not." It is an ineffective use of social media and other public outreach to tell the community that your club is a vibrant group of hands-on service providers, if guests experience something different in reality.

Also, it's critical that clubs focus on retaining members by mentoring new members. It takes five times the amount of effort to replace a member than to retain one. It is necessary to build a solid relationship with the prospective member before they join so the club meets their expectations.

One thing a club can do now is to open up your service projects to non-members and prospects. We've had a very positive experience with that approach and it's easy to do as we've shown by using social media—no hard costs involved!



Source : <http://www.rotary.org>

To be continued
on next issue



Minutes of the Meeting

MINUTES OF THE MEETING Rotary Club of Sta. Rosa Centro Acacia Hotel, Alabang City September 5, 2014

I. ATTENDEES

| | | |
|-----------------------|------------------------|-----------------------|
| Pres. Arlene Arcillas | PDG Chit Lijauco | PP Matt Burke (Guest) |
| PP Carol Salvahan | PP Leni Ma | |
| PP Jackie Victoria | Rtn. Michelle Baldemor | |
| PP Liza Pineda | Rtn. Cecile Gabatan | |
| Rtn. Myrna Valle | PE Pen Cuya | |
| PP Cheryl Lu | | |

II. TOPICS DISCUSSED:

1. PP Leni announced the final itinerary of RC Wodonga West's visiting members on September 5 – 13, 2014 and the assigned Centro members to assist/guide them thru their stay in the Philippines. Included in the schedule is the discussion of the proposed joint project on anti-cervical cancer vaccine. Pres. Arlene will check supplier/s for the vaccine.
2. New Generation Vice-Chairman/PN Evs advised that the orientation for the proposed Rotaract club members will not proceed on September 13, 2014 to give way to the scheduled Farewell Party for RC Wodonga West. She informed also that the orientation for the District MUNA participants will be held on September 13, 2014 in Lucena City from 1PM to 5PM.
3. Community Projects Chairman PE Pen gave updates on the following undertakings:
 - 3.1 Spelling Bee

Dir. Myrna to prepare the letter of invitation to schools then PE Pen to take charge in the distribution of the letters.
 - 3.2 Citronella/Neem Tree Planting

PE Pen to prepare the mechanics and to compute also as to how many/how much plants will be needed for the project.
 - 3.3. Basura-Free Contest

The project is complicated and was decided to be cancelled as recommended by Pres. Arlene.
 - 3.4 Livelihood Project (Vegetable Garden)

PDG Chit recommended organic farming and will re-send the article on farming for the club's review.

Minutes of the Meeting

4. Our club induction is moved to October 27, 2014 at Bellevue Hotel in Alabang City. Governor's Visit will be in the morning of October 27, 2014 in Alabang City also (exact venue still to be sourced).
5. Bazaar Project on November 18-19, 2014
As per PP Carol, Pres. Arlene preferred the Filinvest Tent as the venue for our fund raiser. However, PDG Chit suggested not to pursue the project if the required letter of intent to Filinvest has not yet been prepared due to time constriction. Rtn. Michelle to check the letter.
6. Blocked screening of the movie "The Hobbit" will be on December 2014. It will become a joint fund raising project between the Leon C. Arcillas Foundation and RC Sta. Rosa Centro. Pres. Arlene agreed to a 70%-30% sharing of profit.
7. Souvenir Program as another club fund raiser will be during the hosting of the District Recognition and Awarding Ceremony (DRAC) on May 2015.
8. PP Jackie recommended two (2) DARE activities as another community project. One is a 3-month lecture/activities which will start on October, beneficiaries will be the Grade 5 pupils of Central 2. Another one is a 1-day Symposium on Drug Awareness. Both are to be handled by the Sta. Rosa PNP. However, PDG Chit still to check on how to give more impact on the project.
9. PDG Chit proposed another project – a Basketball Clinic by Coach Eric Altamirano. She will get the mechanics and will be emailed to the group.

Note on Items #8 and #9 : Breakdown of expenses to be submitted to Pres. Arlene so she can decide which project to do.

10. Other Matters:

- 10.1 Rtn. Michelle informed that her friend is looking for cleft palate patients for Free cleft palate operation (which is a possible joint project); 10 to 15 patients will do. PDG Chit cited that there are the same projects by other clubs but patients are only limited. Still we have to look or check for patients.
- 10.2 Rtn. Michelle announced again her invitation to Centro Ladies to a Fashion for a Cause at Bellevue Hotel on September 25, 2014.

ADJOURNMENT:

The meeting was adjourned at 9:35PM.

Minutes taken by PP Che Lu



For your Information

Stock Trading 101

[What are stocks?](#)

Stocks are shares of ownership in a corporation. The stock market is a place where stocks are bought and sold. The Philippine Stock Exchange (PSE) is the corporation that governs our local stock market. People buy or invest in stocks to benefit from a company's tremendous value potential over time.

Once you buy or invest into a stock you now become part owner or a shareholder of that particular corporation.

[How to make money in stocks?](#)

As a Shareholder, you can now participate in the company's growth and success through stock Price Appreciation and by earnings Dividends.

Capital or price appreciation is an increase in the market price of your stock over time brought about by an increase in its potential value and the demand to buy its shares. The faster a company can grow, the faster its price can appreciate.

Profitable corporations can also issue dividends, whether in cash or in additional shares of stock as a means for shareholders to share in their distributed profits.

For your Information

Why Invest in the Stock Market?

History has proven that investing in quality stocks can provide greater returns than most investment instruments. This offers you the best chance in achieving your financial goals and gives you the ability to later enjoy the benefits of your money working for you.

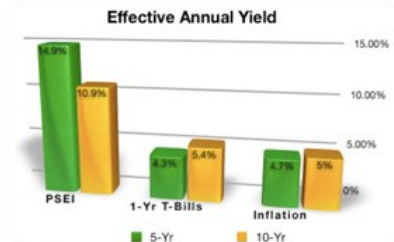
The track record of the stock market also shows that a good basket of stocks climb more often than decline - reducing risk over the long-term. Once you buy or invest into a stock you now become part owner or a shareholder of that particular corporation.

Another reason why stocks can outperform other asset classes is because it can compound the value of your investment. Companies can reinvest the profits they make to generate even more profit. Moreover any dividends you receive can also be used to buy more shares and thereby enlarging your overall value as well.

The 4 Golden Rules

Discipline and the right methodology is the key to a successful stock investment program. Understand and adopt these four essential rules of thumb to keep you on track.

1. Invest EARLY
2. Invest REGULARLY
3. Invest LONG TERM
4. Invest using DIVERSIFICATION





What's coming up?

Saturday, September 20

International Coastal Clean Up Day

Friday, September 26

Regular Weekly Meeting

Friday, October 3

Regular Weekly Meeting

Saturday, October 4

Grant Management Seminar

YEP Orientation

Tuesday, October 7

Vocational Tour

Friday, October 10

Regular Weekly Meeting

Saturday, October 11

Anti-Child Trafficking Awareness Seminar

Friday, October 17

Regular Weekly Meeting

Saturday, October 18

Spelling Bee Contest

Friday, October 24

District RYLA

Regular Weekly Meeting

Next Week's Order of Business

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

**PROGRAM
September 26, 2014**

| | |
|--------------------|----------------------|
| Call to Order | BcP Arlene Arcillas |
| Invocation | Rtn. Gloria Bedienes |
| National Anthem | PP Precy Dela Cruz |
| The Four Way Test | Rtn. Jen Dee |
| Object of Rotary | Dir. Jay Dee |
| Acknowledgment | Dir. Myna Valle |
| Recognition | PP mary Ann Gonzales |
| Secretary's Report | PP Che Lu |
| Treasurer's Report | PP Carol Salvahan |
| Committee Reports | Committee Chairs |
| President's Time | BcP Arlene Arcillas |
| Other Matters | |
| Centro Hymn | |

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



**PROUD
MEMBER**

Roster of Members

| Name | Rotary ID | Classification | Birthday |
|----------------------|-----------|---------------------------------------|----------|
| Arlene Arcillas | 8275828 | City Representative | Jul 31 |
| Gloria Bedienes | 8612318 | Trading | Apr 14 |
| Michelle Baldemor | 8879856 | Retail | May 01 |
| Pinky Belizaro | 8879854 | Human Resources Management | Jan 24 |
| Delphi Penelope Cuya | 8275831 | Healthcare | Feb 12 |
| Ma. Geralyn Dee | 8574451 | Interior Design | Dec 09 |
| Jennifer Dee | 8773225 | Pediatrician | Mar 20 |
| Priscila De la Cruz | 5333454 | Leasing | Aug 24 |
| Zenaida Dictado | 6416676 | Pallet Manufacturing | Sep 14 |
| Ma. Cecilia Gabatan | 8612321 | Real Estate Broker | Oct 27 |
| Mary Ann Gonzales | 5333525 | Real Estate Developer/ Cooperative | Mar 20 |
| Evelyn Laranga | 8465660 | Education | Jul 25 |
| Consuelo Lijauco | 5333445 | Magazine Editing | May 15 |
| Cheryl Lu | 5333496 | Pest Control Services | Apr 17 |
| Teodora Lucero | 8045358 | Midwife | Sep 18 |
| Elenita Ma | 6261683 | Dentist | Jan 10 |
| May Grace Padiernos | 5984127 | Furniture Retail | May 06 |
| Joel Liza Pineda | 7019336 | Human Resource Provider | Mar 30 |
| Hazel Ramos | 6165816 | Money Lending | Jul 01 |
| Aurelyn Salandanan | 8773229 | Obstetrics-Gynecologist | |
| Carolina Salvahan | 5333457 | Window Fashion Contractor | Jul 04 |
| Shiela Santillan | 8574457 | Restaurateur | Apr 02 |
| Carmela Tadeo | 8415873 | Logistics | Dec 24 |
| Myrna Valle | 8482805 | Strategic Planning | Dec 21 |
| Jacqueline Victoria | 6556182 | Watch Services | Nov 07 |



Attendance Report

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 Che Lu

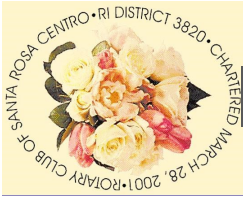
For Sep 12, 2014

| | |
|-----------------------|-----|
| Total Membership | 25 |
| Members Present | 14 |
| Meetings Made-up | 0 |
| Leave/Senior | 5 |
| Total Attendance | 19 |
| Attendance Percentage | 76% |



Special Observances

| | |
|----------------|---|
| July 2014 | Start of Rotary Year Public Relation Month |
| August 2014 | Membership & Extension Month |
| September 2014 | New Generation Month |
| October 2014 | Vocational Month |
| November 2014 | The Rotary Foundation Month |
| December 2014 | Family Month |
| January 2015 | Rotary Awareness Month |
| February 2015 | Rotary Anniversary |
| March 2015 | Women's Month |
| April 2015 | Magazine Month |
| May 2015 | Rotary Trainings |
| June 2015 | Rotary Fellowship 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.**

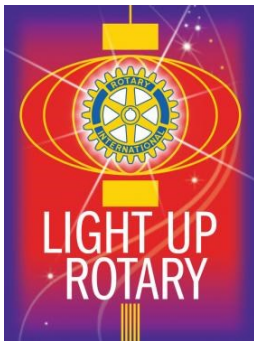
MISSION

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.



*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 contribution to the weekly club bulletin. Please submit your articles from Saturday to Wednesday at Email: 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.*