

# 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](http://www.rcstarosacentro.org)

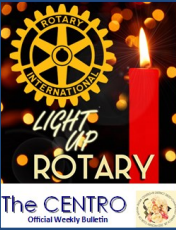
Club e-mail : [thevisioningcentro@yahoo.com](mailto:thevisioningcentro@yahoo.com)

## **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  
November 7, 2014**

Call to Order	BcP Arlene Arcillas
Invocation	Rtn ThessaDiaz
National Anthem	PN Pen Cuya
The Four Way Test	IPP Doray Lucero
Object of Rotary	PP Liza Pineda
Acknowledgment	Rtn. Jen Dee
Recognition	PP Precy Dela Cruz
Secretary's Report	PP Cheryl 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  
Rtn Gloria Bedienes**


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

## INVOCATION



Creator and sustainer of all, accept our thanks for this day and all its blessings. We ask that you guide and direct our club, its leaders and our actions. Grant that each of us may feel our responsibility to Rotary, to our community, to our country. Bless our fellowship today in your service. 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, Centro ladies!

Our 14th Induction and Handover Ceremony last week was a success and I want to thank everyone for doing your part to ensure that our event ran smoothly. Maraming salamat po.

Sanaya Roman once said that "Whatever you appreciate and give thanks for will increase in your life." I find this very comforting because I am blessed with and am grateful for the company of people who also share my commitment and dedication to the ideals of this organization and to that of serving the Rosenian people. I surely would want in our circle more people who share the same beliefs and aspirations of giving "Service Above Self."

For this, I am glad that we also welcomed and inducted new members last week. With the help of our new fellow Centro ladies, we will be guaranteed that not only will our next Induction and Handover Ceremony be a success, but will also ensure that our programs and projects will continue.

Once again, my sincerest thanks to all. Let us work together in making sure that this Rotary Year 2014-2015, we will go beyond lighting up Rotary because, with strength in our mind and a heart for serving, the Rotary Club of Sta. Rosa Centro will be on fire.

Yours in Rotary,

**Best Class President Arlene "Mayor" Arcillas**

LET US INTRODUCE YOU TO  
**OUR ROTARY.**

## CONNECT FOR GOOD

### Five Must-Do's to Get Your Event Noticed On Social Media

Susanne Rea saw how social media propelled an event to raise money for polio eradication, and figured she could use the same tools to encourage Rotary clubs around the world to hold similar fundraising meals. To date, clubs and districts have raised over \$1 million for Rotary's polio eradication campaign through more than 600 dining events.

"At the peak of our registrations, it became an almost around-the-clock commitment," says Rea, a member of the Rotary Club of Cairns Sunrise in Queensland, Australia. "Social media really gave our project momentum."

In early January, Rea consulted her friend Mukesh Malhotra, a member of the Rotary Club of Hounslow, Greater London, England, and a past governor of District 1140, about her idea to encourage clubs to hold a meal to celebrate Rotary's anniversary on 23 February and benefit the polio eradication campaign. Their clubs agreed on a joint project, which they called the World's Greatest Meal, to spread the word. A Facebook page was launched, then a website, and a video was created for YouTube. As a result, hundreds of individual clubs promoted their own meal events through their Facebook pages.

What Rea did for her event, you can do for yours; all it takes is a little bit of social media know-how. We consulted several Rotary members with the right sort of expertise and came up with this list of "must-do's":



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



## CONNECT FOR GOOD

### **1. Create a page for your event on Facebook.**

If you're not using Facebook yet, find someone in your club to serve as page administrator, and follow the easy steps at Facebook.com.

When creating an event page, add some news before inviting friends. Keep the text short and snappy, bearing in mind that social media is designed to entertain. Avoid Rotary jargon and abbreviations. You want your page to sound like what you would say to a friend who doesn't know anything about Rotary.

### **2. Use active photos that show people doing things.**

Photos of active people having fun will generate the excitement you want to portray far better than check-passing photos or group shots. Get up close for compelling portraits. Five photos provide a good start for a Facebook post or gallery. You can tag people in the photos so they appear on their timeline, but don't go overboard.

### **3. Use Twitter and hashtags often.**

Rotarian Rich Lalley, who manages social media campaigns for District 6440 in suburban Chicago, explains why Twitter is absolutely essential.

"Every reporter in the world uses Twitter; they are addicted to it, and use it constantly to get story ideas," he says. "Why would you not want to use it?"

### **4. Get all members involved in social media.**

Social media works as a public relations tool because likes, shares, and comments spread the original message beyond the creator's immediate network and into the networks of friend's friends. It's much like a stone skipping across a pond: Each bounce produces new ripples. Every member needs to play a role in sharing posts.

### **5. Spend a little money on a Facebook ad.**

Facebook has made changes over the years that limit the number of people who automatically see your posts. In the past, Lalley explains, posts would be seen by 60 to 80 percent of the people in your network. "Today, you are lucky if 8 percent of your network sees any of your posts," he says.

The good news, Lalley says, is that an investment of as little as \$25 to \$50 can boost your reach significantly. For example, if your club is planning a 5K race, you can take out an ad that targets people who live a certain distance from your community and who are runners, and reach several thousand people.

Once you have set up account information with Facebook, you need only click on the Boost Post button that appears on many of your posts to create an ad.

"If you want people to see your post or if you want to target people who have an interest in your event, a Facebook ad is really an inexpensive way to get results" Lalley notes.

# Rotary



## ROTARY INTERNATIONAL

### News & Updates

## Enter The Interact Video Contest For a Chance To Win \$500

Show us how your Interact club is creating positive change in your community and you could win \$500 for your next service project.

For this year's contest, we're asking Interact clubs to create a short video (from 30 seconds to three minutes long) showing one of the following:

- The Interact effect: How do your club's actions transform ordinary into extraordinary? Show us how your school or community looks "before and after" your Interact service project. Did a vacant lot become a garden? Did an empty food pantry become filled with food?
- Best.Day.Ever.: One day can make a big difference! Together, your club can create one perfect day of service, friendship, and fun.

Entries are due by 1 December. All videos must be in English or include English subtitles. Download the Official Rules and submit your entry before the deadline on 1 December. Learn more on the Interact Facebook page.

Interact is Rotary's program for youth ages 12-18.



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

ROTARY INTERNATIONAL

News & Updates

## The Rotary Foundation Earns Coveted 4-Star Rating



The Rotary Foundation earned a 4-star rating from Charity Navigator, the largest and most prestigious independent evaluator of nonprofits in the United States.

"Our foundation continues to operate at the highest ethical standard," said Rotary Foundation Trustee Chair John Kenny. "We are proud that Charity Navigator has recognized our commitment to accountability and transparency for the seventh straight year."

The 4-star rating, the highest that Charity Navigator awards, recognizes sound fiscal management, accountability, and transparency. Charity Navigator evaluates thousands of nonprofits each year, and only one of four earns 4 stars.

This year's top distinction marks the Foundation's seventh in a row, placing it in the top 3 percent of U.S.-based charities. In a letter to the Foundation, Charity Navigator President Ken Berger wrote, "This 'exceptional' designation differentiates The Rotary Foundation from its peers and demonstrates to the public it is worthy of their trust."

Rotary News



### Centro In-Focus

*ROTARY CLUB OF STA. ROSA CENTRO & NOR-  
WEGIAN SHIPOWNERS ASSOCIATION PHIL-  
IPPINES CADET SCHOLARSHIP PROGRAM  
November 7, 2014*

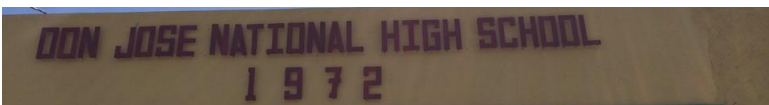
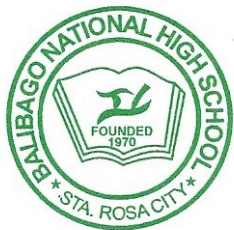




## Centro In-Focus

### *PHILIPPINE CADET SCHOLARSHIP PROGRAM – Day 1 Recruitment*

*Last November 7, the Centro Ladies together with BcP Arlene Arcillas toured three schools in Sta. Rosa to promote the Philippine Cadet Scholarship Program . The schools visited were Don Jose National High School, Pulong Sta Cruz National High School & Balibago National High School -- Sta Rosa City, Laguna.*







Centro In-Focus

**Happy Birthday PP  
Jacqui Victoria !!!**



*The Centro Ladies with birthday celebrant Jacqui Victoria at the Vue Bar, Bellevue, Alabang.*



*Regular meeting at El Cielito Inn, November 3, 2014. This is the 1st meeting of member Marriane Veracruz after being inducted.*



## Reflections

*"Love is mightier than hate. Give it one half the advertising that hate has had and there will be no more war".*

*Paul Harris  
The  
Rotarian magazine,  
February 1935*



*"Science has broken down the barriers between people, but that merely accentuates our problems, particularly those which arise out of misunderstandings, unless there is also a spiritual growth. For every shortening of the distance between peoples there must be a broadening of human sympathies." — New Year — New Thinking, THE ROTARIAN, January 1933*

## For your Information



## 10 Nutritious Fruits and Vegetables to Add to Your Diet



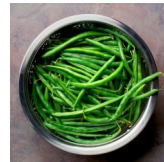
**Avocado.** This fruit (YES. IT'S A FRUIT) is a good source of fiber and potassium. You can cut it and have it plain or make some guacamole and throw it on everything: sandwiches, salads, burgers, and etc.

**Cherries.** These little nuggets will boost the anti-oxidant activity in your body, which can help you fight that mysterious summer cold. Make a cherry salsa and throw it on some grilled chicken. Delicious.



**Corn.** Simply boiled with butter or on the cob, it doesn't matter. If you're not eating corn, you're not living. It's a surprisingly great source of vitamins like folic acid, niacin, and vitamin C.

**Green Beans.** The perfect snack, green beans aka string beans, are low in calories, high in fiber, and a great source of calcium. Cooking removes some of their nutrients, so try and eat them raw, baby. etc.



**Limes.** Forget about an orange. Get your vitamin C fix with a lime. It gives you about 25 to 30 percent of your recommended daily intake. Put it in your homemade sauces, dressings, or...cocktails.



## For your Information



**Mangoes.** Should you meet someone who says they don't like mangoes, run the other way. They are freaking insane. Not only is this fruit sweet and juicy, it also helps reduce your body fat.

**Peaches.** Low in fat and loaded with like 10 different vitamins, this sweet treat is great to devour by itself or with some cream...It's even better when it's with ice cream. Know what I mean, peaches and cream.



**Raspberries.** This tart-y berry can help prevent cancer and slow the signs of aging in the body. Plop some on top of your frozen yogurt for a healthy yet sweet escape.

**Watermelon.** This fruit stays true to its name. Watermelon will for sure keep you hydrated as it's filled with lots of, well, water. It's also an excellent source of vitamin A, which helps maintain eye health.



**Zucchini.** As part of the summer squash fam, zucchini can help you stay slim because it's loaded with water and fiber. Eat this and you'll do the two most important things when managing your weight: pee and poop.



## Fun Page

### Quotable Quotes

**Experience.** Experience is not what happens to a man. It is what a man does with what happens to him.

**Judgment.** Good judgment comes from experience, and often experience comes from bad judgment.

**Truth.** Truth may be stranger than fiction, goes the old saw, but it is never as strange as lies.

**Rainbow.** The way I see it, if you want the rainbow, you gotta put up with the rain.

**Purposeful Living.** It isn't how much we do, but how much love we put into what we do that really counts.

**The Meaning of Life.** Life is without meaning. You bring the meaning to it. The meaning of life is whatever you ascribe it to be. Being alive is the meaning.

**Living.** Live as if you were living a second time, and as though you had acted wrongly the first time.

**Success.** Success is a lousy teacher. It seduces smart people into thinking they can't lose.



## Where to make up

### MONDAY

RC Alaminos	3:00 PM - Crescent's Bakery, Del Pilar St., Alaminos
RC Los Baños	6:30 PM - Mernel's Restaurant
RC San Pedro East	7:30 PM - Pacita Library, Pacita Complex

### TUESDAY

RC Cabuyao	7:30 PM - Kampanang Ginto Bldg., Cabuyao
RC Cabuyao Circle	7:30 PM - Kampanang Ginto Bldg. er 6
RC Los Baños Makiling	5:30 PM - UPLB Campus
RC Bay	7:30 PM - Kitchenette, Bgy. Dila
RC West Bay	5:30 PM - Maharlika Inn, Maharlika Village, Los Baños
RC San Pablo	2:30 PM - Max's Restaurant, Maharlika Hi-way
RC San Pablo Central	6:00 PM - Max's Restaurant, Maharlika Hi-way
RC San Pedro	8:00 PM - CSP Public Library, Open Space Park, Pacita Complex

### WEDNESDAY

RC Sta. Rosa South	8:00 PM - Rotary Day Care Center Ph1-C SLV
RC Calamba	1:30 AM - New Hope Intervention Center
RC Sta. Cruz	7:30 AM - PWU Annex Bldg.
RC San Pablo City South	12:00 NN - Mega Disco, Maharlika Hi-way

### THURSDAY

RC Metro San Pedro	7:00 PM - Bgy. San Vicente Satellite Office Library
RC SPS New Gen	8:30 PM - Kabayan Steakhauz, Pacita Avenue
RC Sta. Rosa	7:30 PM - Handaang Pilipino Restaurant (HPR)
RC Calamba City	11:30 AM - Riverview Resort & Conference Center
RC Siniloan	8:00 PM - LA Bldg. Siniloan Technical Vocational & Sciences HS

### FRIDAY

RC Biñan	7:30 PM - Le Garden Restaurant, Carmona
RC San Pedro South	8:00 PM - Bgy. SK Library, PH2 Pacita Complex 1
RC San Rosa Centro	7:30 PM - El Cielito Inn, Sta. Rosa
RC Pagsanjan	7:30 PM - Picos Restaurant
RC Infanta	7:00 PM - 2nd Fl. Cajucom Bldg. Rizal St.
RC Nagcarlan	7:30 PM - Cuento's Residence, P. Coronado St.

### SATURDAY

RC Laguna Technopark	8:00 PM - Mocha Blends, Humana Center
RC Silangan San Pedro	12:30 PM - RC Silangan Clubhouse, Dagatan Blvd.
RC Rizal	7:00 PM - Ador & Erlyn's Function Hall, Zamora St.

### SUNDAY

RC Cavinti	2:00 PM - Bgy. Inaoawan
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## What's coming up?

### Friday, November 7

District Vocational Awards

Happy Birthday!! PP Jackie Victoria

### Saturday, November 8

Gunting at Suklay

### Friday, November 14

Regular Weekly Meeting

### Saturday, November 15

D.A.R.E

### Thursday, November 20

Last Day of Submission of Nominees for the position of DGND

### Friday, November 21

Kota Kinabalu Zone Institute

Regular Weekly Meeting

### Saturday, November 22

Kota Kinabalu Zone Institute

### Sunday, November 23

Kota Kinabalu Zone Institute

### Tuesday, November 25

TRF Recognition Night

### Friday, November 28

Regular Weekly Meeting

Next Week's Order of Business

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

**PROGRAM  
November 14, 2014**

Call to Order	BcP Arlene Arcillas
Invocation	Rtn. Gloria Bedienes
National Anthem	PP Precy Dela Cruz
The Four Way Test	Rtn. Marianne Veracruz
Object of Rotary	Rtn Michelle Baldemor
Acknowledgment	Rtn Myna Valle
Recognition	Rtn Mel Tadeo
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 Meann Gonzales**



**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 Belizario	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
Herra Thessa Diaz		ECE	
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
Marianne Veracruz		Events Planner	
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

### Attendance

**For Nov 1—Nov 6,  
2014**

Total Membership	27
Members Present	13
Meetings Made-up	3
Leave/Senior	5
Total Attendance	21
Attendance Percentage	78%



### 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

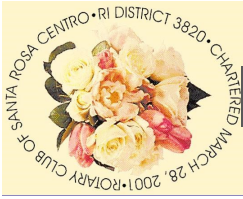
Magazine Month

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.**

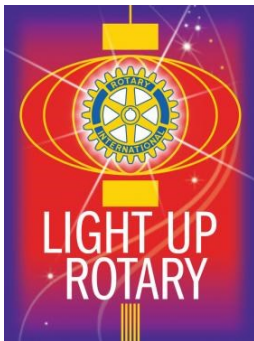
### MISSION

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](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.*