



THE CENTRO

Official Bulletin of the

Rotary



Club of Sta. Rosa Centro

The Rotary Club of Sta. Rosa Centro meets virtually :
every 1st & 3rd Friday of the month at 7:00pm.

Club website: www.rcstarosacentro.org

Club e-mail : rcstarosacentro@outlook.com

Officers & Directors, Rotary Year 2020-2021

Executive Officers

Pres Belinda Clotilde "Bel" Barroga	President
PE Joseph Rey "Jay-R" Alcala	President Elect
PP Michelle "Mich" Baldemor	Vice President
PP Mary Ann "Maan" Gonzales	Secretary
PP Hazel "Hazel" Ramos	Treasurer
PP Carolina "Carol" Salvahan	Auditor
IPP Ma Cecilia "Cecile" Gabatan	Ex-Officio
PP Cheryl "Che" Lu	Protocol Officer
IPP Ma Cecilia "Cecile" Gabatan	Executive Secretary

Club Committees

PP Joel Liza "Liza" Pineda	Club Administration
PP Priscila "Precy" dela Cruz	Membership
Rtn Larry "Larry" Gonzales	Service Projects
Rtn Roselle "RJ" Animo	Basic Education & Literacy
PP Geralyn "Jay" Dee	Water & Sanitation
PP Teodora "Doray" Lucero	Maternal & Child Health
PP Evelyn "Evs" Laranga	Peace & Conflict Resolution
Rtn Allan Olano	Economic & Community Development
Rtn Gloria Bedienes	Disease Prevention & Treatment
PP Joel Liza "Liza" Pineda	Environment
Rtn Joseph Rey "Jay-R" Alcala	Vocational
Rtn Heylie "Heylie" Lu	Youth
Rtn Bituin "Star" Piccio	International
PP Jacqueline "Jacqui" Victoria	The Rotary Foundation
PP Cong. Arlene Arcillas	Public Image
PDG Consuelo "Chit" Lijauco	Club Trainer
PP Maya Padiernos	Special Events

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THE CENTRO



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**The Rotary Club of Sta. Rosa Centro
Regular Bi-Monthly Virtual Meeting****P R O G R A M
September 25, 2020**

Call to Order	TrP Belinda Barroga
Invocation	PE Joseph Alcala
National Anthem	AVP
4-way Test	PP/AG Evs Laranga
Object of Rotary	PP Jacqui Victoria
Acknowledgment	PP Doray Lucero
Secretary's Report	PP Mary Ann Gonzales
Treasurer's Report	PP Hazel Ramos
Fellowship	Zumba Dance
President's Time	TrP Belinda Barroga
Adjournment	TrP Belinda Barroga
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

We praise you Father for this governor's visit and induction . We know that when you gather us together, we will achieve the purpose for which we have been gathered . Steer our intentions in rotary to align with Your righteous will.

Bless this meeting today, all those present, as well as the lives of those we will encounter as we pursue our goals and projects. Ready us to make every moment count as we become people of action. This we ask in Jesus name, 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 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.



The 4-Way Test

of things we do and say:

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!

**A LEADER
IS ONE WHO**

**KNOWS THE WAY,
GOES THE WAY,**

AND
SHOWS THE WAY.

JOHN C. MAXWELL

SUCCESS.com





President's Message

Good day Centronians!

At this point in my term, allow me to express my deep appreciation to my fellow Centronians for tirelessly accompanying me to our projects despite the pandemic. I truly admire your dedication and hard work. I believe that dedication and devotion are the traits that bind us together, and these are the same traits that will eventually bring us to the achievement of our goals -- the Rotary way.

Yours in Rotary,

A handwritten signature in blue ink that reads "Belinda Barroga". The signature is written in a cursive, flowing style.

BELINDA CLOTILDE M. BARROGA
Transforming President
RY 2020-2021

EDITORIAL

Importance of Public Image in Rotary

PDG Chit presented to the Rotary Centro last September 11, 2020 the “Public Image Roles and Importance”.

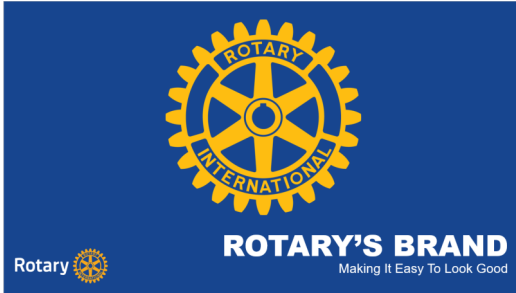
Public image is a very important factor to the success of every organization.

Rotary International has been the organization of choice since 1905 but has ceased to be in recent times. Rotary’s fading glory has been traced by an independent branding outfit to the following reasons: the big gap between a Rotarian and a non-Rotarian, vagueness of our brand, and the culture of not bragging about doing good works.

Firstly, the gap between the Rotarian and non-Rotarian is triple than that in a regular organization. This could be partly because of Rotary’s fondness for using acronyms which quickly alienates non-Rotarians, who are potential members and partners.

Secondly, the vagueness of our brand or logo, the wheel. Admittedly, it is hard to brand Rotary because of its wide range of interests not like other non-profits who are very focused on one kind of service to the community. For example, Bahay Kalinga which mainly deals on providing shelter to the needy. Because of this, Rotary started a rebranding initiative in 2011, the recommendations of which were officially rolled out in 2013. One of the major changes of the initiative is the change in the old logo of the wheel with the addition of the word ROTARY, becoming not a mere logo but a Masterbrand signature. This is a clear identity of our organization and erases people’s confusion, thus, cementing our brand and public image. It did and it still does. A 2015 survey shows a 15% increase in awareness of Rotary due the rebranded master signature.

EDITORIAL



Lastly, Rotarian's in the olden days were not fond of announcing what they had done. As a result, Rotary's identity and awareness in the community began to fade. Therefore, it is important to tell

whatever Rotary is doing for the community and the people. The best example of something big that Rotary is doing, worthy of recognition and publicity is the current phenomenal action of the 300 clubs in Great Britain and Ireland that bonded together for the biggest global grant to support a section of the Mercy ship. It is a ship that has a state-of-the-art facility that do surgery all over the world. Indeed, it is worthy of featuring and display. If written or said objectively, it will not sound like bragging but informational and increasing awareness. It is the best way we can enhance Rotary's public image.

A Magic Wheel model of Rotary International shows the symbiotic relationship between Public Image and the two other major aspects of the organization: Membership and The Rotary Foundation. Each has an effect on the others; each is the cause of the others. For example, as you improve membership the funds will exponentially increase consequently; there will be better projects that can be done which will better impact to the community, enhancing public image, and so and so forth as the magic wheel continues to turn.

All in all, Rotarian shall know and be aware of the importance and roles being played by Public Image to the success of our beloved Rotary.

By: Rtn Larry Gonzales

Rotary



ROTARY INTERNATIONAL News & Updates



RI President 2020-21

Rotary Club of Herzogtum
Lauenburg-Mölln

ABOUT RI PRESIDENT Holger Knaack

Knaack is the CEO of Knaack KG, a real estate company. He was previously a partner and general manager of Knaack Enterprises, a 125-year-old family business.

He is a founding member of the Civic Foundation of the City of Ratzeburg and served as president of the Golf-Club Gut Grambek. Knaack is also the founder and chair of the Karl Adam Foundation.

A Rotary member since 1992, Knaack has served Rotary as treasurer, director, moderator, member and chair of several committees, representative for the Council on Legislation, zone coordinator, training leader, and district governor.

He is an endowment/major gifts adviser and was co-chair of the Host Organization Committee for the 2019 Rotary International Convention in Hamburg.

Knaack and his wife, Susanne, are Major Donors to The Rotary Foundation and members of the Bequest Society.





ROTARY INTERNATIONAL
News & Updates

RI Convention 2021 in Taipei



Feel the Energy in Taipei!

The friendly city Taipei invites you to the Rotary International Convention from June 12 to 16, 2021. The Convention is the perfect place to discover new opportunities for service and friendship. We are from the 12 Hosting Districts in Taiwan with around 35,000 Rotarians, anxious to show you our hospitality and warmest welcome. The charm of Taipei lies in its vibrant spirit, enthusiasm, diversified culture, culinary delights and much more. The innovation and ongoing developments in Taiwan have also attracted people from all over the world. Join us at the Rotary Convention in 2021, and Feel the Energy in Taipei.

We look forward to seeing you!



Centro-In-Focus



"The Significance of Public Image in Rotary" with speaker PDG Chit Lijauco

September 11, 2020

Each member of the Club and their involvement in the community, their presence on the web and social media shapes Rotary's public image. There is no better resource person to speak on public image and the Rotary brand other than Centro's charter president PDG Chit Lijauco.

The perception people have of rotary when they hear it is composed of an infinite variety of facts, events, histories, advertising and goals that work together to make an impression on the public. Clearly, this is important to attract members and make rotary grow.

ROTARY CLUB OF STA. ROSA CENTRO

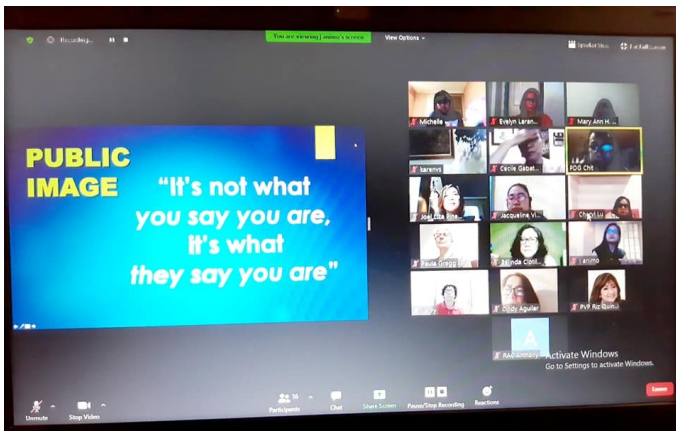
6th Virtual Regular Meeting

7PM FRIDAY 11 September 2020

SPEAKER: CP/PDG CHIT LIJAUCO
TOPIC: PUBLIC IMAGE

Link & Code will be send 1 hour before the meeting. Thanks-->

ID No.828 5648 0221 code centro 



Centro In-Focus

Bayanihan Para sa Malinis na Karagatan - a joint project with RC Batangas Mid-West September 19, 2020

The third Saturday in September is set as International Coastal CleanUp Day and encourages people to rid beaches of the garbage plaguing beaches. Awareness is also made about preserving and protecting the world's oceans and waterways.

In support of the International Coastal Cleanup Day, our club together with RC Batangas Mid-West, RC Nuvali, RAC Sta

Rosa Centro, RAC Batangas Mid-west set out to clean the coastal area of Taal Lake in Taal, Batangas.





Public relations in Rotary

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.

Whether you're new to PR or a professional, we can help. We encourage you to visit the Rotary Brand Center, where you will find a variety of media-ready materials that can be adapted to your needs.

How do I promote my club's project?

Including a public relations component in your project plan will help ensure your club's projects and events get the attention and support they deserve. The following ideas can help you create a successful campaign.

Know your local media

Before sending stories to a journalist, get to know your audience. Read your local newspaper, listen to the evening news, and follow Facebook and Twitter to identify where a Rotary story might fit. Consider inviting a local journalist to speak to your club about how to work with the media or invite them to join a service project so they can see firsthand how your club is improving your community. You could also:

- Develop a media list and keep it current.
- Get to know local journalists by inviting them to learn more about Rotary, your club, or a specific project.
- Contact the media with newsworthy story ideas, being sure to:
- Know your story and anticipate questions.
- Send background materials immediately following contact.
- Be persuasive, persistent, and friendly, but not aggressive.

Rotary Corner

Write a press release that journalists want to read

Once you've developed a relationship with your local reporter, help them remember you through regular contact. Share news about your club

projects, fundraising events, or the arrival of Youth Exchange students with a press release. You should:



- Develop your “news hook,” a persuasive reason for the news media to pursue a story
- Include the five Ws in the opening paragraph of your press release: who, what, where, when, and why
- Keep it concise; limit the press release to one page and paste into the body of your email rather than sending it as an attachment
- Decide who will respond to media inquiries and include their contact information
- Include visuals when you send to TV stations

More ideas for promoting Rotary

There are many ways to promote Rotary. You can hold a special event, start a Facebook page, or place a billboard ad.

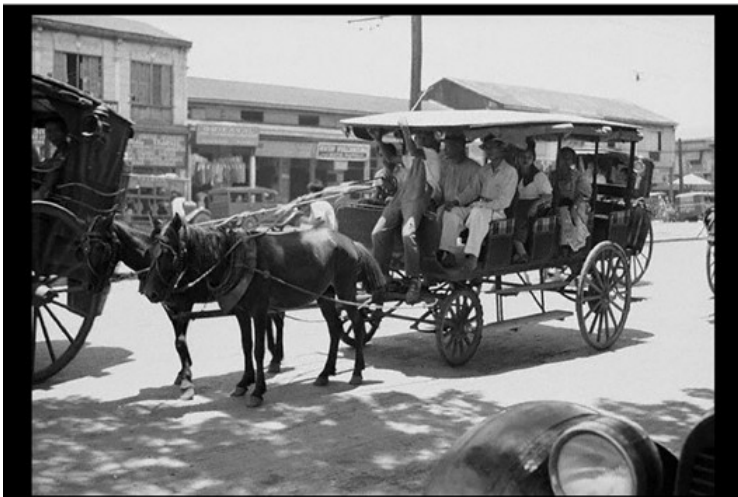
You could also:

- Advertise on cable and public access TV
- Create a public service announcement
- Write op-eds and letters to the editor
- Distribute club brochures, media kits, and fact sheets
- Post on your club website and social media outlets, including blogs, Facebook, Twitter, YouTube, and more



FOR YOUR INFORMATION

[#BlastFromThePast](#) A caretela-bus is a four-wheeled calesa drawn by two horses. It was among the public transportation vehicles throughout Manila and the suburbs before the introduction of the electric streetcar.



In the 1900s, large horse-drawn carriages known as "caretela-bus" were among the major and cheapest means of public transportation in Manila and the suburbs.

Source : <https://www.facebook.com/filipiknow.net/>

"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve." – Mary Kay Ash



Reflections

"One Cannot Achieve the Pinnacles of Service unless one experiences the Miracles of Friendship."

Paul P Harris



"Our success or failure will not depend upon the machinery of Rotary or its physical growth, but upon the extent to which Rotary's ideals or objectives are translated into positive, tangible results in personal, business, community, and international life. We shall be known by our works." — The Second Quarter Century, THE ROTARIAN, July 1930



ROTARY HISTORY

The roots of Rotary's polio eradication efforts

On 29 September 1979, volunteers administered drops of oral polio vaccine to children at a health center in Guadalupe Viejo, Makati, Philippines. The event in metropolitan Manila was arranged and attended by Rotarians and delegates from the Philippine Ministry of Health.

When James L. Bomar Jr., then RI president, put the first drops of vaccine into a child's mouth, he ceremonially launched the Philippine poliomyelitis immunization effort. Rotary's first Health, Hunger and Humanity (3-H) Grant project was underway.

Bomar and Enrique M. Garcia, the country's minister of health, had earlier signed an agreement committing Rotary International and the government of the Philippines to a joint multiyear effort to immunize about 6 million children against polio, at a cost of about \$760,000.

In a 1993 interview, Bomar reminisced about the trip. He recalled how the brother of one of the children he had immunized tugged on his pant leg to get his attention and said, "Thank you, thank you, Rotary."

The project's success led Rotary to make polio eradication a top priority. Rotary launched PolioPlus in 1985 and was a founding member of the Global Polio Eradication Initiative in 1988. Through decades of commitment and work by Rotary and our partners, more than 2.5 billion children have received the oral polio vaccine.

ROTARY HISTORY



James L. Bomar Jr., in a 1993 interview.



Representatives from Rotary International and the government of the Philippines sign the agreement that starts Rotary International's first polio project.

Source : www.rotary.org

Birthdays for the month of September

Saturday, September 12
Happy Birthday!!! Paula Gregg
Monday, September 14
Happy Birthday!! Zeny Dictado
Friday, September 18
Happy Birthday!! Doray Lucero



Treasurer's Report

September 2020

Deposits:			
Che/ Heylie	1,400.00	09/01/2020	
Michelle	2,700.00	09/02/2020	
Hugo	2,300.00	09/08/2020	
Gov Chit	750.00	09/09/2020	
JR	2,300.00	09/11/2020	
Carol	1,000.00	9/14/2020	
Precy	1,000.00	9/21/2020	
Mary Ann	1,600.00	9/22/2020	
Less: Payments			
End Polio	(6,978.00)	09/09/2020	



“
**TRY TO BE A
RAINBOW IN
SOMEONE'S
CLOUD.**

MAYA ANGELOU

RD.COM/QUOTES

Next Meeting : Order of Business

**The Rotary Club of Sta. Rosa Centro
Regular Meeting
PROGRAM
October 2, 2020**

Call to Order	TrP Belinda Barroga
Invocation	Rtn Cindy Aguilar
National Anthem	AVP
4-way Test	PP Evs Laranga
Object of Rotary	Rtn Bing Arias
Acknowledgment	PP Che Lu
Secretary's Report	PP Mary Ann Gonzales
Treasurer's Report	PP Hazel Ramos
Committee Reports	Rtn Larry Gonzales Rtn Paula Gregg
President's Time	TrP Belinda Barroga
Adjournment	TrP Belinda Barroga
Centro Hymn	

**Master of Ceremonies
Rtn Larry Gonzales**

Roster of Members

	Name	RotaryID	Classification	Birthdate
1	Cindy Aguilar	10979396	Food Service	Oct 1
2	Joseph Rey Alcala	10080295	Events Management	Jun 7
3	Maria Isabel Arias	5333449	Businesswoman	May 6
4	Roselle Animo	9418286	IT Professional/Web Developer	Jun 11
5	Arlene Arcillas	8275828	City Mayor	Jul 31
6	Michelle Baldemor	8879856	Retail	May 01
7	Belinda Barroga	10422881	Retail	Jun 3
8	Gloria Bedienes	8612318	Trading	Apr 13
9	Danilo Bendong	6526107	Businessman	Apr 27
10	Delphi Penelope Cuya	8275831	Cardiology Nurse	Feb 12
11	Priscila De la Cruz	5333454	Leasing	Aug 24
12	Ma. Geralyn Dee	8574451	Interior Design	Dec 09
13	Zenaida Dictado	6416676	Pallet Manufacturing	Sep 14
14	Danilo Fernandez	9757207	City Representative	Jan 14
15	Ma. Cecilia Gabatan	8612321	Real Estate Broker	Oct 27
16	Larry Gonzales	10651089	Education—Maritime	Oct 30
17	Lauro Gonzales	10651090	Seafarer	Jan 11
18	Mary Ann Gonzales	5333525	Cooperative	Mar 20
19	Paula Maria Gregg	9641847	Education	Sep 12
20	Evelyn Laranga	8465660	Education	Jul 25
21	Consuelo Lijauco	5333445	Magazine Editing	May 15
22	Cheryl Lu	5333496	Pest Control Services	Apr 17
23	Heylie Lu	9202750	Nurse	Mar 31
24	Teodora Lucero	8045358	Midwife	Sep 18
25	Elenita Ma	6261683	Dentist	Jan 10
26	Allan Raymund Olano	10776168	Maritime	Feb 9
27	May Grace Padiernos	5984127	Furniture Retail	May 06
28	Bituin Piccio	10601407	Businesswoman	Jan 21
29	Joel Liza Pineda	7019336	Human Resource Provider	Mar 30
30	Hazel Ramos	6165816	Money Lending	Jul 01
31	Enrico Robles	10226768	Banker	Nov 20
32	Aurelyn Salandanan	8773229	Obstetrics-Gynecologist	Mar 18
33	Carolina Salvahan	5333457	Window Fashion Contractor	Jul 04
34	Jacqueline Victoria	6556182	Watch Services	Nov 07



Attendance Report

	4 September 2020
No. of Active Members	22
No. of Members Present	16
No. of Members under rule 85	1
Make-up Attendance Credit	
On leave	8
Attendance % (Percentage of attendance per meeting / total no. of meetings)	72.72

Meeting: FRIDAY

No. of Meetings per Bylaws: 2

No. of Members as of Sep 1, 2020: (34 members)

No. of Members under rule 85: 0

*Rule of 85: If your age and membership of at least 20 years = 85, you can be excused from attendance policy.



Special Observances

July 2020

Start of Rotary Year 2020-2021

August 2020

Membership and New Club Development Month

September 2020

Basic Education and Literacy Month

October 2020

Economic and Community Development Month

November 2020

The Rotary Foundation Month

December 2020

Disease Prevention and Treatment Month

January 2021

Vocational Service Month

February 2021

Peace and Conflict Prevention/Resolution

March 2021

Area of Focus: Water and Sanitation

April 2021

Area of Focus: Maternal and Child Health

May 2021

Youth Services Month

June 2021

Rotary Fellowships Month

Rotary

Club of Sta. Rosa Centro

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.

Providing **LIVELIHOOD** training, specifically for the women members of the community.

Rotary Opens Opportunities

*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. 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.*