

## WHERE TO MAKE-UP

Monday	RC Metro Sta Mesa	7pm Rotary Center
	RC Tomas Morato	7pm Sulo Hotel
	RC Ayala Heights	7:30pm Rotary Center
	RC Roxas	8pm Rotary Center
Wednesday	RC Cubao EDSA	7pm Rotary Center
	RC New Manila	7:30pm Rotary Center
	RC Mega EDSA	7:30 pm Rotary Center
	RC Tandang Sora	7:30pm Rotary Center
	RC Bagong Silangan	8pm Rotary Center
Thursday	RC Capitol Hills	7pm Serye (QC Circle)
	RC Commonwealth	7pm Heat EDSA Shangri-la
	RC Kagitingang Cubao	7:30pm Camp Aguinaldo
	RC Pag-asa	8pm Jollibee East Ave/V Luna
	RC Paraiso	8pm Rotary Center
Friday	RC Cubao East	7pm Tang Kang Resto, Roces Ave
	RC Cosmopolitan Cubao	8pm Rotary Center
	RC Metro Diliman	8pm Rotary Center
	RC Kamuning West	8pm Rotary Center
	RC QC Circle	7pm DAR FAPSO
	RC SFDM Central	8pm Rotary Center

## CERTIFICATE OF ATTENDANCE

This certifies that Rotarian \_\_\_\_\_  
attended the regular weekly meeting of the Rotary  
Club of New Manila Heights held at Penafrancia  
Hall, Mt. Carmel Shrine Parish Church, 5<sup>th</sup> St., New  
Manila, Quezon City.

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**BERNADETTE REDUBLO**  
Secretary

## Rotary Club of New Manila Heights

### Regular Weekly Meeting

7:30 pm, April 26, 2011 (Tuesday)

Peñafrancia Hall, Mt. Carmel Shrine, 5<sup>th</sup> Ave., New Manila, Quezon City

## P R O G R A M

<b>Call to Order</b>	Pres. Ma. Elisa "Baby" Allado
<b>Invocation</b>	Rtn Mark "Mac" Mendoza
<b>National Anthem</b>	Rtn Mark "Boggs" Marquez
<b>Introduction of Visiting Rotarians &amp; Guests / Announcements</b>	Sec. Bernadette "Badette" Redublo
<b>The 4-Way test</b>	Rtn Warren "Bong" Domantay
<b>Finest Moments</b>	Rtn Annabelle "Anabel" Jereza
<b>Video presentation</b>	Summer Institute of Linguistics
<b>Presentation of Awards</b>	Pres. Ma. Elisa "Baby" Allado and Sec. Bernadette "Badette" Redublo
<b>SIL – Service Recognition Award</b> PP Homer Cu- Winner 4-way test Essay Contest of Rotarians	
<b>Community Singing</b>	Rtn Roberto "Bobby" Ang
<b>President's Time</b>	Pres. Ma. Elisa "Baby" Allado
<b>RCMH Hymn</b>	PP Eduardo "Ed" Aguila
<b>Adjournment</b>	Pres. Ma. Elisa "Baby" Allado
<b>Night Chair:</b> PP Alfonso "Ponchit" Miranda <b>Dinner Host:</b> CP Ojie Valarao	

## President's Corner

Ma. Elisa "Baby" Allado

### EASTER

We just observed the Holy Week last week and celebrated Easter Sunday, to start a season of renewal and reconnecting with our spiritual selves.

Once again we remind ourselves that our lives and the material possessions we get are just lent to us by God. We are but pilgrims on the road, bringing nothing when we die but the love we have given and the goodness we have done to the least of our brothers. We are also stewards of God's creation hence we are duty-bound to take good care of our environment - the trees, the animals, the rivers and seas, and most of all, our fellow men.

As Rotarians, it is a time to recommit ourselves to the motto "Service above Self". We serve not to call attention to our self and achieve individual goals. Rather, it is the kind of service that does not expect any return save that of uplifting the lives of the less fortunate members of our community and giving them more opportunities to achieve a better quality of life.

Last April 16, We brought the urban vegetable gardening program to Barangay Horseshoe with members of the barangay council, senior citizens and SK in attendance. Hopefully, those who listened to the lecture-demo of Professor David Balilla, agriculturist from Barangay Holy Spirit, can start the program this summer.

We received good news over the weekend that the suspension of RID 3780 from Matching and Humanitarian grants has been lifted. Finally, we will be able to implement already the *H. influenza B* immunization program for infants and children which has been held in abeyance for more than a year now. We just need to follow up on the other matching grant for the Karunungan and Kabuhayan Center to complete the service projects we have set out to do for the past and present Rotary Year and even on to the coming Rotary Years.

Tonight, we will be recognizing an institution (SIL) for youth development and community service and an individual for winning the 4-way test competition we launched among Rotarians in RID 3780. Our quest for model institutions and individuals in our community which Rotarians and non-Rotarians can emulate continues.

## Community Song

### BLOWING IN THE WIND

(by Bob Dylan)

How many roads must a man walk down,  
before they call him a man  
How many seas must a white dove sail,  
before she sleeps in the sand  
How many times must the cannonballs fly,  
before they are forever banned

\* The answer, my friend, is blowing in the wind  
The answer is blowing in the wind

How many years must a mountain exist,  
before it is washed to the sea  
How many years can some people exist,  
before they're allowed to be free  
How many times can a man turn his head,  
and pretend that he just doesn't see

[Repeat \*]

How many times must a man look up,  
before he can see the sky  
How many years must one man have,  
before he can hear people cry  
How many deaths will it take till he knows,  
that too many people have died

[Repeat \*]

## Crossroads

PDG Mario R. Nery

### SOME CLUB PRACTICES

#### The Finest Moment

The principal purpose of this part in the program is to recognize outstanding achievement of a Club member and/or the member's family. That is why its proper name is Recognition Time. I do not know how, when and why Finest Moment came into the picture, but personally I still prefer Recognition Time because it clearly describes what it is. The real objective is to foster greater fellowship among the membership, and not really to raise funds.

A few tips on how the Recognition Time can be more effective: 1. It is a skill that can be learned. Some Districts actually have a training for this. Another way of learning is by observing those who do it very well in our club and in other clubs. 2. Give the assignment early so that the one assigned can prepare adequately. It is not fair to all concerned when it is given on the spot. Let the person know of the assignment well in advance. 3. Recognizing members for being present in an affair is not really motivating. 4. I have heard many excellent recognition of only one or two persons, but the fellow developed an interesting story and kept everyone in rapt attention, with appropriate jokes interspersed. In that case, the lone honoree must be told in advance and an amount is agreed. If the story is beautifully done, you will be amazed at how much the honoree would be willing to donate to the club.

#### The Four-Way Test

Some clubs do it, some don't. Some clubs stand while it is recited, some don't. Some clubs have sharing, some don't. The real objective of this practice is not to get it memorized. The important thing is to be able to share an experience that was made meaningful because the Test was followed, to motivate the rest of the members that it really works for everyone. I have consistently told many clubs where I am invited to speak that the Four-Way Test is a way of life. It is absolutely useless, even if you have memorized it backwards, unless you try to live it. That is why we share as many stories of success in our effort to make alive the Test in our lives so that it will motivate others that it is not just something to memorize like a parrot does, but it is something we try to live by. Often times we fail, but what is important is that we keep trying.

## Quote of the Month: No strangers at a convention

Rotary International News -- 21 April 2011

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Arthur H. Sapp, 1927-28 RI president *Rotary Images*



Each month, we highlight a piece of Rotary history and share an inspirational quote from past Rotary leaders. April's quote:

"I commend to you the opportunity for a rare fellowship with men and women from many lands. There are no strangers in a Rotary Convention. Introductions are unnecessary. To participate in friendship, show yourself friendly. Your personal enthusiasm imparted to others will make of this the greatest convention for you that Rotary has ever held."

— Arthur H. Sapp, 1927-28 RI president, address to the 1928 convention in Minneapolis, Minnesota, USA

**CONGRATULATIONS!**

**PN Alex "Rolex" Arrojo**

**Champion, 3<sup>rd</sup> Bistek Bowling Cup**



## Project brings clean water to poor neighborhoods in the Philippines

Rotary International News -- 8 April 2011

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Residents in two poor neighborhoods of Zamboanga City, Zamboanga del Sur, Philippines, have clean drinking water because of a project supported by the International H2O Collaboration, an alliance between Rotary International and USAID.

The effort, sponsored by the Rotary clubs of Armadale, Western Australia, Australia, and Zamboanga City West, in cooperation with the Zamboanga City Water District, established a system that pipes water more than 2 miles to homes and schools in two *barangays* in Zamboanga City. The cost of the US\$400,000 project is split between The Rotary Foundation and USAID.

Launched in 2009, the alliance works to implement long-term, sustainable water, sanitation, and hygiene projects in the developing world. The first phase of the partnership has focused on three countries: Ghana, the Philippines, and the Dominican Republic.



Rotarians break ground on the International H2O Collaboration project in Dipolog, Philippines.  
*Photo courtesy of USAID*

## History of the Rotary World Magazine Press

Rotary International's unique communications network has steadily grown throughout the century along with Rotary itself. It includes *The Rotarian*, the official English-language magazine, published at RI World Headquarters in Evanston, Illinois, USA, and about 31 Rotary World Magazine Press publications, which are independently produced in countries around the globe. The regional magazines are published in more than 20 languages and distributed in about 130 countries. They have a combined circulation of more than 775,000.

### First regional magazine

The first regional magazine was started in Great Britain and Ireland in 1915, not long after *The National Rotarian* appeared. In the 1920s, a Rotary regional magazine in Australia became the predecessor to *Rotary Down Under*. This Australian magazine was the first regional publication to gain RI approval. Though regionals were published in several continental European countries in the 1920s and 1930s, they suspended publication during World War II.

The founders of three Latin American regional publications were Rotary leaders. *El Rotario Péruano*, the official regional magazine of Peru, was founded in 1933 by Fernando Carbajal Segura, RI president in 1942-43. The first editor of *Rotarismo en México*, founded in 1974, was Frank J. Devlyn, RI president in 2000-01. And the predecessor of *Brasil Rotário*, a bulletin called *Notícias Rotárias* that started in 1924, was edited by Joo Thomas Saboya e Silva, then president of the newly founded Rotary Club of Rio de Janeiro, which had been chartered a year earlier.

### The magazines today

*The Rotarian* and the Rotary World Magazine Press enjoy a mutually cooperative and beneficial working relationship. Information is freely shared, as is expertise and help in the field. This system enables RI to distribute its message throughout the world. Articles and photographs from each monthly issue of *The Rotarian* are sent to the regionals, including the President's Message, material from Rotary Insider, and special features promoting the RI theme, Rotary and Rotary Foundation programs, and the international convention. Though the publications help promote RI's mission, each magazine retains its individual identity, national flavor, and editorial freedom.

## The Winning Essay on Living the 4-Way Test

### **Applying the Rotary 4-Way Test in Business**

*by PP Homer Cu, RC Midtown QC (edited by Pres Baby)*

#### **The Challenge**

For many years, the last thing on my mind was to go into the industrial ink manufacturing business myself. My suppliers' representatives hinted how extra difficult & cut-throat the business was. The industry was not only at a mature stage, it had also deteriorated into a dirty one – with under-the-table negotiations, poor inconsistent product quality, backyard operations, very long payment of accounts from both suppliers & customers, and thin gross margin.

But when opportunity came knocking on my door more than 3 years ago to set up my own ink manufacturing business, I spent many sleepless nights, fearful that I would be sucked into the business & be forced to throw away all that Rotary has taught me in order not to lose money. After much serious thought, however, I figured there could be another way to earn money in this competitive industry while continuing to apply the Rotary 4-way test.

From the very beginning I challenged myself & my employees to prove to our detractors & competitors that we will be a company praised by our customers, suppliers, employees, & envied by our competitors. To succeed, we had to be different in our attitude in dealing with suppliers, customers, product quality & more importantly how we think as a collective unit. Along with the mission and vision statement of the company, I also posted the Rotary 4-way test in our new facility as a reminder of how we will do business in this competitive business environment.

#### **Is it the Truth?**

First & foremost, we aimed to remain always truthful to our customers. We want to earn their trust in order to build a long term business relationship which is more important than earning a quick profit. We always delivered promptly such that now we have the best lead time of 1 to 2 days compared to the industry standard of 3 to 5 days. We also kept our promise to deliver only safe pigments (without heavy metals like lead, cadmium, mercury, etc.). In fact, we are the only flexographic & gravure ink company today that refuses to purchase pigments & other raw materials that contain heavy metals. We also maintain constant efficiency and product quality, thus minimizing our rejection rate despite increases in the cost of raw materials. The quality of our products far outweigh those of our competitors and we have steadily brought down our costs compared to industry standards.

#### **Is it fair to all concerned?**

I have always been fair in all my business dealings, with my employees, suppliers & especially my customers. Being fair means paying suppliers right & on time, giving employees the proper compensation, avoiding the temptation of cheating customers & earning profit for investors. I believe that when profit is put forth first instead of being fair to all, trouble will arise sooner or later. Take for example one of the obstacles in penetrating new customers where our competitors have relied for so many years on “3rd party commissions” or “lagay” to “padrinos”. While this may have helped them in their business, it has also given them a false sense of security. They failed to improve on their product quality, efficiency, research & development, & other aspects of the business that build one's competitive advantage. To combat this unfair competition, we just showed our potential customers that we provided better service & better quality at a competitive price.

#### **Will it Build Goodwill and Better Friendships?**

Any long term business relationship built on trust & fairness will eventually build goodwill & better friendships. In the few years of our existence, we have earned the reputation of being reliable, developing new products, helping cut costs & providing better service for our customers. Goodwill & better friendships is never about the wrong “lagay” culture our competitors have observed for many years now. True business goodwill and friendship cannot be bought. It is earned over time and built on trust, consistency & fairness.

#### **Will it be Beneficial to all Concerned?**

One of the company's core values, a policy since I started the company, is: “We have an aggressive growth philosophy which reflects the spirit of free enterprise & maximization of long term profits, the best motives for creating mutual benefits for customers, employees, suppliers & the communities in which we are located. We believe that ethical & moral standards are the foundation of good business policies, and will operate with integrity. . .We subscribe to these principles and strive every working day to improve their application.”

#### **THE TEST**

Among our 1st customers was a company that had a big issue with their supplier 3 years ago – they promised to provide inks free of heavy metals but once secure that they were the sole supplier & wanting to earn more, they supplied ink made from cheap, unsafe raw materials. When this customer used the ink to print on corrugated boxes shipped to Japan, these were rejected. The supplier refused to cooperate despite attempts to resolve the issue. This gave us the opportunity to penetrate this customer with our assurances that our company policy is different.

After 1 year of doing business with them without any problems, we encountered yet another test. We had to raise our prices because of tremendous increase in raw material prices. Our customer, also reeling from loss of revenue due to the economic crisis at that time, sought another supplier which claimed to have equally good quality products at a better price. They submitted very good samples much to our surprise. However, this supplier is known to submit good samples but, lacking the correct policies to make consistent ink quality, they usually deliver lower quality.

As I never compromised my policies, I allowed my competitor to get the market share from my customer but not without challenging our people to further improve our product quality, efficiency & services while at the same time try to lower further the final cost of our products.

And, for a while, we received fewer orders. But after just 3 months, all the orders from this particular customer returned to us. The reason was they were having problems with the quality & service of the other supplier- after random checking, they found that our competitor's ink did not pass their minimum safety requirements. Their boss, fearing that they may lose money again, ordered their purchasing department to return all orders to us.

Had I instructed my personnel to “cheat” just to compete, I would have lost the customer forever and tarnished our company's good reputation. Yet by sticking to the principles of the 4-way test in the policies that I have put in place, I was able to overcome the challenges. It's been more than 3 years now & we are the only ink supplier that has established a good business relationship with them.

Following the 4-way test isn't meant to be easy. Along the way, there will be challenges. Yet by believing in it, challenges will be overcome and rewards will be reaped.