

Rotary Club of Baguio



OFFICIAL CLUB BULLETIN
Volume LXXVIII - Issue 01
Saturday, 05 July 2025

FIRST CLUB ASSEMBLY
FOR RY 2025-2026



Baguio City, Philippines
R.I. District 3790, Club No. 16863
Chartered on 21 February 1938

The Rotary Club of Baguio
meets every Saturday
at 12:30 to 2:30 pm
at the Baguio Country Club



INTERACTIVE LINKS
<https://rcbaguio.org>
<https://canao.rcbaguio.org>
Email: canao@rcbaguio.org

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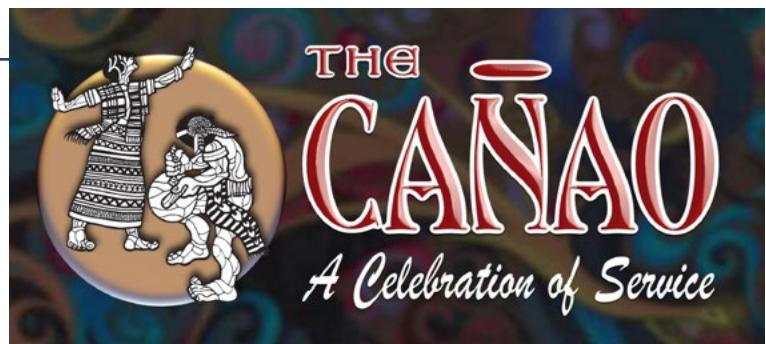
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THE CAÑAO & NEW EMBLEM

Symbolizing unity, joy, and gratitude, "Cañao" (pronounced kan-yau) is a traditional dance from the Cordilleras in Northern Luzon of the Philippines, celebrated during feasts and gatherings.

Our new emblem shows a male and female in ritual dance within a native gong—honoring abundance, much like how we celebrate service and fellowship in Rotary. Truly, "A Celebration of Service."





PRESIDENT'S MESSAGE

DEAR FELLOW ROTARIANS

With deep humility and heartfelt joy, I share this message with all of you as we step into a brand new Rotary year. This is also the first issue of *The Cañao* for this term—a publication that we trust and will continue to be a source of insight, inspiration, and connection for every member of our Club.

Serving as your Club President is a responsibility I embrace with great gratitude. I am honored to be entrusted with this role, and I commit to give my utmost in leading us through a meaningful, productive, and fulfilling Rotary year.

This year, we rally around the theme: **“Unite for Good.”** Though simple in phrasing, these words carry deep significance. They remind us that real, lasting change happens when we work hand in hand—not as individuals chasing separate goals, but as a united force dedicated to **Service Above Self**. Our shared purpose, when combined with our diverse strengths and experiences, becomes a powerful instrument for good in the world.

Rotary, at its core, is not just about meetings, programs, or projects. It is about people—people who care, people who serve, people who believe in the power of kindness and community. Each of us is part of something larger than ourselves, and ***The Cañao*** will reflect that shared journey. Let it serve as more than a bulletin. May it become our collective voice—one that documents our accomplishments, shares our aspirations, and keeps us meaningfully connected, week after week.

I wish to take this opportunity to express my sincere appreciation to

the people who have made the start of this Rotary year both smooth and inspiring.

To our council of elders—my ever-patient advisers—thank you for your guidance, your presence, and your belief in me. I am especially grateful to my sponsor and mentor, **PP Veeh Balajo**, a true-blue Rotarian whose unwavering commitment continues to inspire me. I am equally thankful to **PP Chris Faelnar**, **PP Diony Claridad**, **PP Alfred Laygo**, and the many others who have stepped forward to be part of our **“Unity Team.”** Your wisdom, support, and willingness to serve make all the difference.

A very special note of thanks goes to **PP Raffy Chan**—not only one of Baguio’s finest architects, but also a remarkable Rotarian and content creator. As *Editor-in-Chief* of *The Cañao*, PP Raffy is leading in its re-invention with elegance and passion. Through his vision and dedication, this bulletin will continue to be a vibrant chronicle of our journey, keeping us informed, inspired, and always connected.

To each and every one of you—whether you’re a long-time Rotarian or someone still exploring what it means to live a life of service—thank you. Thank you for being part of this family. Thank you for believing in what we do.

Together, let us move forward with hearts full of compassion, with minds open to possibilities, and with hands ready to serve.

Here’s to a purposeful, joyful, and impactful Rotary year ahead.



PRES. JOE URSUА

RCB President
RY 2025-2026



LEADERS FOR RY 2025-2026

ROTARY INTERNATIONAL

FRANCESCO AREZZO
Rotary International President

ROTARY DISTRICT 3790

DG DANILO PHILIP TORRES
District Governor

PDG JAYPEE CADAING
Vice-District Governor

AG/PP ANA LIZA TAN
Assistant District Governor-Cluster 1-C

ROTARY CLUB OF BAGUIO BOARD

JOSE L. URSU
Club President

EMYLOU DE GUZMAN
Vice-President/Service Projects

PP MARIA CORAZON OCAMPO
Secretary

PP MARILYN BARREDO
Treasurer

PP ALMA TERESA MENDALLA
Auditor

LORENA CACHOLA
Service Projects Chair

BENEDICTO GRAJO
Service Projects Chair

EDUARDO RAMOS
Service Projects Chair/Director

JULIUS SOLIS
Service Projects Chair

EMMANUEL VELASQUEZ
Service Projects Chair

GLAIZAZETTE TAN
Service Projects Co-Chair

MARIVER AGAYAS
Director

REYMUND BARRIOS
President Elect/Director

PP FRANCIS ALI MORALES
TRF Chair

PP ARNEL CABANISAS
Scholarship Chair

MARIA JESUSA VILLANUEVA
Immediate Past President

RCBAGUIO ADVISORY BOARD

PP VICENIA BALAJO
Adviser

PP DIONISIO CLARIDAD
Adviser

PP CHRIS FERNANDO FAELNAR
Adviser

PP ALFREDO LAYGO
Adviser

PP RAFAEL CHAN
Cañao Editor-in-Chief / Webmaster

SECRETARY'S UPDATE

EVENTS & ACTIVITIES FOR JUNE - JULY

01 July – NEW ROTARY YEAR

JULY BIRTHDAYS:

15 – Rtn. Dwight Dulnuan
18 – Rtn. Levy Orcales
20 – Rtn. Arlene Sumalag
25 – Rtn. Ailyn Kindipan

JULY WEDDING ANNIVERSARY:

none

JULY ANNIVERSARY IN RCB:

none

COMPLETED EVENTS & ACTIVITIES FOR THE MONTH OF JUNE 2025:

23 June – Rotary Club of Baguio South 43rd Charter Anniversary & 44th Induction at City Hub Rooftop, Leonard Wood Rd. Baguio City, 6 pm

28 June – Rotary Club of Baguio Awards and Turnover Ceremony 2025 at Hotel Supreme, 6 pm

Participants: RCB members and Guests

29 June – Rotary Club of Baguio BOD meeting to finalize the plans for new Rotary Year

Participants: Pres. Joe, VP Lou, PE Reymund, Dir. Benedict, Dir. Lorena, Dir. Glaiza, Dir. Noel, Treas. Marilyn, Aud. Atom, PP Chris F, Dir. Reymund with RA Cecille, PAG Gigi and Sec/PP Cora

UPCOMING EVENTS & ACTIVITIES FOR JULY 2025:

03 July – Rotary Club of Baguio North Induction Ceremony and 50th Anniversary at the Baguio Convention and Cultural Center. 2 pm

Listed Participants: Pres. Joe, Sec. Cora, IPP Susan and PP Chris F.

03 July – Rotary Club of Manila 106th Anniversary Celebration and Induction, 5:30 pm at the Grand Ballroom, Solaire Resort Entertainment City

1 Aseana Avenue, Paranaque City.

Listed Participants: PE Reymund and Rtn. Tonton

04 July – Rotary Club of Baguio Summer Capita 27th Induction and Turnover Ceremony at UB Centennial Hall, 6 pm

Listed Participants: Pres. Joe, Sec. Cora

05 July – Handog Sa Kabataan, Districtwide Kick-off community project of District 3790 at Motorpool, City Camp (City Engineering Office area), 9 am

Listed Participants: to follow

07 July – Rotary Club of Dagupan 87th Inauguration and Induction Ceremony at Kusina nen Laki Digno's Restaurant , Tebeng Road Dagupan City, 6 pm

Listed Participants: to follow

07 July – Rotary Club of Baguio kick-off project with our 14 CDCs

Details: to follow



SEC/PP CORA OCAMPO

RCB Secretary
RY 2025-2026

HUMANIZING OUR NEW PRESIDENT

San Carlos City, Pangasinan is a proud cradle of heroes, leaders, and patriots. From the fearless Ari Kasikis and Andres Malong—who stood tall against Spanish colonizers—to public servant Jack Laureano Soriano and revered statesmen like Eugenio Perez, the city has raised men and women of character.

Today, San Carlos City proudly claims another son whose journey continues to inspire—Dr. Jose Lavaras Ursua, the new President of the Rotary Club of Baguio for Rotary Year 2025–2026.

Dr. Joe, began his schooling in San Carlos City where he graduated with honors before pursuing higher education in Baguio. A licensed Medical Technologist and a physician by profession, he rose through the medical ranks with humility and excellence. He is a Diplomate and Fellow of the Philippine Obstetrical and Gynecological Society and a certified Sonologist. He is also a recognized member of various medical associations, including the Philippine Medical Association and the Philippine College of Surgeons.

But Dr. Joe is more than his credentials. He is a passionate educator at the SLU School of Medicine, a frequent volunteer in medical missions across the Cordilleras, a vlogger, singer, nature lover, and even a proud “plantito.” Married to pediatric anesthesiologist Dr. Bess Ursua, he is a devoted father to their four children: Francis Joseph, Randal Josef, Marie Beatrice, and Paul Josh. His late father Tomas Sr. and his mother Maria must be beaming with pride.

When not in the clinic or classroom, Dr. Joe finds joy in traveling—not just

for leisure, but to learn, reconnect with loved ones, and serve. He joins outreach programs with the SLU Medical Outreach Missions Foundation, extending healing hands to remote communities.

His Rotary journey began in 2008, encouraged by PP Veeh Balajo to shift from RCB Summer Capital to Rotary Club of Baguio. Since then, Dr. Joe has taken on several leadership roles within the club. Now, as the new President, he looks forward to continuing RCB’s legacy of service and fellowship.

Dr. Joe’s words reflect his spirit: “I enjoyed the medical missions—from Amilongan to Bakun—and guiding the SLU Med Rotaractors.” Asked why he chose RCB, he says, “RCB has always stood out as a quintessential Rotary club—its members are true leaders.

His life motto is simple yet profound: “Don’t do unto others what you don’t want others to do unto you.” He also believes in perseverance: “If you say I could not, I will do it.” And in humility: “Simplicity is beauty.”

As he prepares to lead, Pres. Joe shares a heartfelt wish: “May RCB always be home to Rotarians of substance—not boastful, but quietly impactful. I look up to those before me—like Atty. Ikong Reyes, Dr. Hec Lopez, and Dr. Macaltao. I hope to live up to their example.”

With a leader like Dr. Joe at the helm, we are confident that RCB is in steady, compassionate hands. We look forward to rallying behind him as he leads with grace, humility, and purpose.

Good luck and Godspeed, President Joe!



PRES. JOE URSUA

RCB President
RY 2025-2026

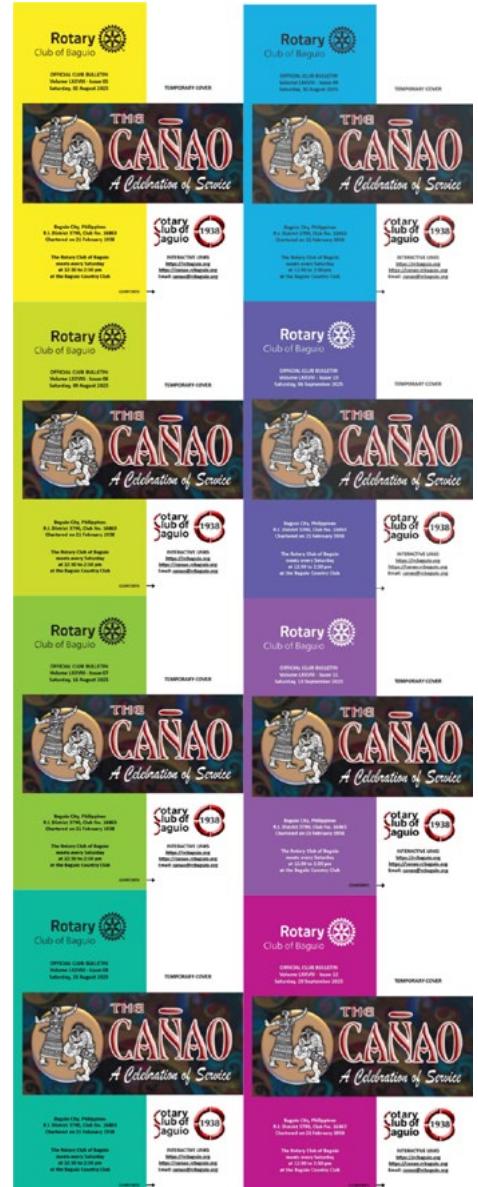
R IN RETROSPECT

Retrospect by EIC based on
time stamps as recorded by:
SEC/PP CORA OCAMPO

TURNOVER-RECOGNITION: 28 JUNE 2025

We find the occasion to reprise PP Raffy's favorite format from his past Retrospects in the Cañao; which (according to him) has gained acceptance from many members. Hope this writing will meet the Rotarians' high standards.

5:30 pm	Registration and Fellowship
6:30 pm	Rtn. Tonton Tan Had the honor of being the Program Coordinator for this important evening.
6:30 pm	Pres. Susan Villanueva Called the Meeting to Order . This meeting did not begin on time, as the Program called for a 6 pm start.
6:31 pm	PP Atom Her Invocation was in the form of an opening prayer.
6:36 pm	(Everyone) Singing of the " Pambansang Awit " with usual verve followed by the " Rotary Hymn " with everyone holding hands. Finished off by " The Four-Way Test " of Rotary song.
6:40 pm	PP Raffy Chan Delivered the Welcome Remarks for the evening, by warmly reading from his pre-prepared notes.
6:47 pm	Sec. Levy Orcales Ably delivered the Introduction of Guests and Visiting Rotarians .
6:58 pm	Team Sunburst, Team Moonglow, and Team Starlight The four-part Entertainment extravaganza was from the three Teams assigned for the evening. Team Moonglow was represented by PP Chris Faelnar, doing his masterpiece song "One in a Million"; Team Starlight gave us a ladies' quartet led by PP Cora Ocampo who sang Basil's "You." The Sunburst Team did the main presentation: a well-prepared Hawaiian dance, much to the delight of all present. PP Diony Claridad rendered the final song for the evening.
7:20 pm	Pres. Susan and PE Joe The Turnover started with Pres. Susan mentioning some of the major accomplishments for the closing year. Then proceeded with the hand-over of the presidential gavel. Incoming Pres. Joe warmly accepted the same. Then proceeded with his heart-felt acceptance talk.
7:35 pm	Supreme The generous DINNER treat was served by the venue staff.
8:00 pm	iPP Susan Villanueva assisted by Sec. Levy AWARDS Time was filled with smiling faces, as our outgoing President obliged with the many, many gifts and tokens given to the Rotarians present. The whole sequence took more than 30 minutes.
8:38 pm	PP Benny Sunga Our much respected past president delivered his extempore Closing Remarks , where he reminisced a bit on our RY 2024-2025 and closed by thanking all those present.
8:45 pm	(Everyone) Singing of the " RCB Hymn " and the " Pilipinas Kong Mahal "
8:50 pm	Pres. Joe Ursua Adjournment was made by the newly installed President for RY 2025-2026.
8:51 pm	PP Atom and Dir. Eduard Raffle Time followed next. Winners were delighted to receive their individual prizes. Thence, Fellowship among the Rotarians ensued. With the evening drawing to a close, as everyone started leaving the Margarita Hall venue.



R RETROSPECT SCENES

SCENES WE LIKE TO SEE :



28 JUNE 2025 MEETING





The above painting is entitled **Banaue Rice Terraces**, by **Fernando Cueto Amorsolo** (May 30, 1892 – April 24, 1972).

He was a portraitist and painter of rural Philippine landscapes. Nicknamed the “Grand Old Man of Philippine Art,” he was the first-ever to be recognized as a National Artist of the Philippines in 1972.

He was recognized as such for his “pioneering use of impressionistic technique” as well as his skill in the use of lighting and backlighting in his paintings, “significant not only in the development of Philippine art but also in the formation of Filipino notions of self and identity.

RE-INVENTING THE CAÑAO - PART 1

Serving as your Cañao Adviser over the years has not only kept me closely connected to the heartbeat of our Rotary Club—it has been my safe haven, a space where I could give back with intention and heart. So when the opportunity to take on the role of Editor-in-Chief was presented, I accepted it with both humility and resolve. I knew this would take more than skill—it required a heartfelt commitment, a fresh lens, and a vision for something better.

There was one candid remark that truly stayed with me—shared by PP Veeh in a moment of sincerity: “Almost nobody reads the Cañao anymore.” That simple observation echoed in my mind for weeks. It stirred something deeper. How did something so rich in tradition become something people skimmed—or skipped—altogether? That was my wake-up call.

With that challenge in mind, I began a quiet but meaningful reflection. Then embarked on an internet research and took inspiration from what works today. The realization was simple yet profound: our layout was way too crowded, too dense. While it may have served us well in the past, our long-standing design had gradually become visually overwhelming—especially for readers who now consume content differently.

The first step was major and symbolic. We re-imagined the cover page—not just redesigned it. We stripped it down from its cluttered layout of *Masthead, Program, Contents at a Glance*, and often a *GHS photo*. In its place now stands a simpler, more elegant new *Emblem*: a dancing male and female within a gong. It is a quiet nod to our cultural heritage—

evocative, symbolic, and easier on the eyes as well.

The *Program for Today*, along with *Participants for Next Meeting*, has been relocated to the back page—Page 12. This subtle shift encourages the reader to flip through the entire issue to reach this super-important page. It’s a small touch with big intention—getting members to re-engage, even unconsciously, with our content.

Using Adobe InDesign’s “spread” feature, we now design two facing pages at a time (e.g., Pages 02-03, 04-05), allowing for a cleaner, more cohesive visual experience. The *Contents at a Glance* now appears on Page 02 and features no more than 10 curated items, keeping things lean and mindful of the attention span of our readers—especially our treasured senior members.

Page 03 now highlights the *President’s Message*, complemented by a subtle but important change: we’ve shifted from traditional ID-style photos to warmer, three-quarter portraits. This small choice makes a big difference—it humanizes our writers, adds personality, and builds a stronger sense of connection.

Word counts are more intentional now. We’ve set a limit of around 550 words per article, using fonts no smaller than 10 points. Our goal: articles that inform, inspire, and invite reflection—without overwhelming.

This re-imagining of **The Cañao** is just the beginning. It is our collective hope that this renewed format will draw you back—not just as a reader, but as a contributor who looks forward to every issue with curiosity and pride.

[To be continued in the next issue...]



PP RAFFY CHAN
Cañao Editor-in-Chief
RY 2025-2026

PROGRAM FOR TODAY

CLUB ASSEMBLY at the BCC Wolfson Room

Saturday, 05 July 2025

TIME	PORTION	IN CHARGE
12:00 nn	Fellowship	
12:30 pm	Call to Order	Pres. Joe Ursua
	Invocation	Dir. Glaiza Tan
	Pambansang Awit	(Everyone)
	Rotary Hymn	(Everyone)
	Four-Way-Test	(Everyone)
1:20 pm	Introduction of Visiting Rotarians & Guests (VRG)	PE Reymund Barrios
	Entertainment	Dir. Noel Velasquez
	Raffle	Rtn. Annie Viernes
	Finest Moments	PP Anet Calabias
1:40 pm	Members' Time	(Anyone)
1:50 pm	President's Time	Pres. Joe Ursua
1:55 pm	CLUB ASSEMBLY	
2:30 pm	RCB Hymn	(Everyone)
	Pilipinas Kong Mahal	(Everyone)
	Adjournment	Pres. Joe Ursua
	Program Coordinator	PP Bert Talco
	Retrospect	PP Veeh Balajo
	Imager	Rtn. Peter Wasing

PARTICIPANTS FOR NEXT MEETING

REGULAR MEETING at the BCC Wolfson Room

Saturday, 12 July 2025

Program Coordinator ----- PP Gigi Maranan
Invocation ----- Rtn. Lily Landayan
Introduction of VRG ----- PP Atom Mendalla
Entertainment ----- IPP Cora Ocampo
Raffle ----- Dir. Benedict Grajo
Finest Moments ----- Rtn. Tonton Tan

GHS ----- Ms. Hiyasmin Zambrano
Topic: To Be Announced
Introduction of GHS ----- Rtn. Levy Orcales
Club Response ----- PP Alfred Laygo
Retrospect ----- PP Libby Fernandez
Imager ----- Rtn. Harly Wasing

JULY 2025 IS MATERNAL AND CHILD CARE MONTH