

# Rotary Club of Baguio



OFFICIAL CLUB BULLETIN  
Volume LXXVIII - Issue 02  
Saturday, 12 July 2025

MS. HIYASMIN ZAMBRANO  
Guest of Honor & Speaker



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](mailto:canao@rcbaguio.org)

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### THE CAÑAO & NEW EMBLEM

**S**ymbolizing 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

## ONE DOWN, 49 TO GO— STARTING STRONG

We've just completed our first week of Rotary service for the year—and what a vibrant and meaningful beginning it has been!

Last 05 July, we launched our Rotary year with a heartfelt community project held at the CDRRMO Building in City Camp Barangay: "Handog ng District 3790 sa Kabataan." Through this initiative, 100 Child Development Centers (CDCs) in Baguio received essential cleaning materials to help ensure safe and hygienic classrooms for our children. It may seem a simple gesture, but its value was deeply felt by our young learners and their dedicated teachers. One CDC teacher expressed, "Maraming salamat po sa tulong. Malaking bagay ito para sa kalinisan ng silid-aranan ng aming mga bata." ("Thank you so much for the support. This means a lot in keeping our children's classroom clean.")

Thanks to the unwavering support of our members, we completed this task with unity and heart. This is Rotary in motion—when we Unite for Good, we plant the seeds of lasting change in every community we touch.

That same day, we held our first "Unite for Good" Club Assembly, where our club chairs and board members laid out their plans across Rotary's Seven Avenues of Service. I was deeply moved by the energy, thoughtfulness, and sense of direction everyone brought. We now have a clear roadmap for the year—thank you for your contributions and passion.

On 07 July, we carried that spirit forward with our club-led community project at the Loakan-Apugan Covered Court. This time, we honored the 13 CDC teachers under our wing. Each one received a First Aid Kit, made possible through:

- PPs Chris and Alfred, and IPP Susan, who sponsored and delivered the kits
- Dir. Eduard Ramos and Ann, for preparing and producing the project tarpaulins
- VP Lou Guzman, whose gift idea added a truly heartwarming touch

As President, I personally prepared small care packages containing multivitamins, alcohol spray, pain relievers, and pens—simple tokens of gratitude to say: we see you, we value you, we support you.

Rotary service didn't stop there. On 03 July, PN Reymund represented us at the Induction of our Mother Club in Manila. On 04 July, PP Cora and IPP Susan joined the inauguration of Pres. Raio Bautista of RCB Summer Capital. That same day, I joined IPP Susan, PP Cora, and PP Chris Faelnar at the induction of RC Baguio North, where we witnessed the installation of Gov. Dan Torres and Pres. Jhay Ar Guron.

On 08 July, I had the honor of attending the Induction of Pres. Larry Sarito of our daughter club, RC Dagupan. And as I write this, I'm preparing for yet another induction, this time for our daughter club in San Fernando, La Union.

I may still be learning—taking baby steps—but I walk this path with a full heart, and with each of you beside me. Please forgive any missteps. Know that I am giving this my best, always anchored in our shared commitment to Service Above Self.

Let's continue to Unite for Good—one week, one project, one purpose at a time.

Mabuhay ang Rotary Club of Baguio!  
Mabuhay ang ating serbisyo!



**PRES. JOE URСUA**

RCB President  
RY 2025-2026

**F**rancesco Arezzo, a member of the Rotary Club of Ragusa, Italy, has been selected by the Board of Directors to become Rotary International's president for 2025-26. Arezzo became president last 01 July 2025.

The Board conducted a special session following the unexpected resignation of RI President-elect Mário César Martins de Camargo on 08 June. Guided by the RI code and policies, the Board selected the new president-elect from a pool of candidates who were considered by the Nominating Committee for President of Rotary International in August 2023.

**M**ário César Martins de Camargo, a member of the Rotary Club of Santo André, São Paulo, Brazil, has notified Rotary International that he will resign from the role of president-elect and will not serve as president. In a letter to RI President Stephanie A. Urchick on 08 June 2025, he said that personal reasons and business obligations prompted his decision. In a later message, de Camargo indicated that he will continue to be an active Rotary member and to serve his community.

A Rotary member since 1980, de Camargo was selected to be the 2025-26 RI president by the Nominating Committee for President in August 2023.

The 2025-26 presidential message, announced at the 2025 Rotary International Assembly in February, will remain **Unite for Good**, which calls on Rotary members to be a force for unity in a world increasingly divided by politics, geography, and ideology.

Arezzo is an orthodontist in private practice. He is active internationally as a member of the Italian, European, and American orthodontics associations. He is vice president of the National Association of Italian Dentists for the province of Ragusa and was the founder and head for seven years of the delegation for Ragusa of the National Trust for Italy. He is a Knight of Honor and Devotion in Obedience within the Sovereign Order of Malta.

A Rotary member for more than 30 years, Arezzo has served as vice chair of the Joint Strategic Planning Committee and as RI director, learning facilitator, and as district conference presidential representative.



**FRANCESCO AREZZO**  
Rotary International President  
RY 2025-2026

**UNITE  
FOR  
GOOD**

# SECRETARY'S UPDATE

## EVENTS & ACTIVITIES FOR JULY

### 01 July – NEW ROTARY YEAR

#### JULY BIRTHDAYS:

02 – Dir. Noel Velasquez  
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 JULY 2025:

**03 July** – Rotary Club of Baguio North Induction Ceremony and 50th Anniversary, 2pm at the Baguio Convention and Cultural Center.  
Participants: PDG Linda, Pres. Joe, Sec. Cora, IPP Susan and PP Chris

**03 July** – Rotary Club of Manila 106th Anniversary Celebration and Induction, 5:30pm at the Grand Ballroom, Solaire Resort Entertainment City, 1 Aseana Avenue, Paranaque City.  
Participant: PE Reymund, Rtn. Tonton Tan

**04 July** – Rotary Club of Baguio Summer Capita 27th Induction and Turnover Ceremony in UB Centennial Hall at 6pm.  
Participants: IPP Susan, Sec. Cora

**05 July** – HANDOG SA KABATAAN- *See Happening on Page 06, for full details.*

**07 July** – Rotary Club of Baguio kick-off project with our 14 CDCs - *See Happening on Page 07, for full details.*

**08 July** – 6th Induction Ceremony of Rotary Club of San Fernando La Union, 6pm at Awesome Hotel, Eagle Street San Juan La Union.  
Participant: IPP Susan, Dir. Lorena and Rtn. Arlene

#### UPCOMING EVENTS & ACTIVITIES FOR JULY 2025:

**18 July** – 66th Charter Anniversary and Handover Ceremonies of the Rotary Club of Pasay, at the Grand Bar and Lounge, Grand Wing, Newport World Resorts, Pasay City.

**26 July** – Rotary Club of Vigan's 75th Charter Anniversary and Induction Ceremony, 5:30pm at the Provincial Farmer's Livelihood and Development Center, Vigan City, Ilocos Sur

#### ATTENDANCE:

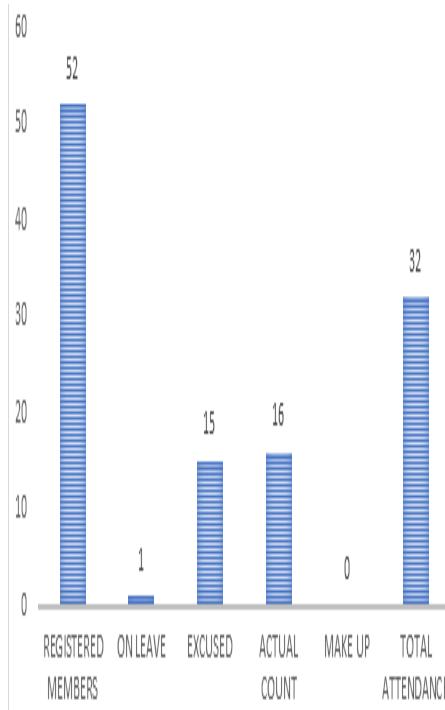
Tabulation at Right is for Members' checking. Please message Sec. Cora for questions regarding the list.

#### LEGEND for Tabulation:

**Exc = Excused** : These members, are no longer required to attend our meetings. We manifest our thanks to all who continue to attend, for your sustained dedication to our RCB Family.

#### OL = On Leave

#### STATISTICS GRAPH, as of 05 July 2025



NAME	05 July
AGAYAS, Mariver - DIRECTOR	0
ALABANZA, Nancy	0
BAHUL, Modz	0
BALAJO, Veeh - ADVISER	Exc
BARREDO, Marilyn - TREASURER	Exc
BARRIOS, Reymund - PRES. ELECT	1
BONDOD, Jun	0
BOSANTOG, Katrina	1
CABANISAS, Arnel - SCHOLARSHIP	0
CACHO, Vangie	0
CACHOLA, Lorena - DIRECTOR	1
CALABIAS, Anet	1
CAWED, Mia Joy	Exc
CHAN, Raffy - EIC	Exc
CLARIDAD, Diony - ADVISER	Exc
DE GUZMAN, Eric	0
DE GUZMAN, Lou - DIRECTOR	0
DULNOAN, Ike	Exc
FABI, Lani	0
FAELNAR, Chris - ADVISER	Exc
FAGAR, Cy	Exc
FERNANDEZ, Libby	Exc
FLORES, Glenn	0
GRAJO, Benedicto - DIRECTOR	1
ISIP, Jeff	0
KAUR, Baby	0
KINDIPAN, Ailyn	OL
LADILAD, Ben	Exc
LANDAYAN, Lily	1
LAYGO, Alfred - ADVISER	Exc
MARANAN, Gigi	1
MENDALLA, Atom - AUDITOR	1
MORALES, Ali -TRF	0
OCAMPO, Cora - SEC	1
ORCALES, Levy	0
PADILLA, Kacey	0
PERALTA, Chris	Exc
RAMOS, Eduard - DIRECTOR	1
RILLERA, Ruth	0
SOLIS, Julius - DIRECTOR	0
SUMALAG, Arlene	0
SUNGA, Benny	Exc
TALCO, Bert	Exc
TAN, Glaiza - DIRECTOR	0
TAN, Tonton	1
URSUA, Joe - PRESIDENT	1
VELASQUEZ, Emmanuel - DIRECTOR	1
VIERNES, Annie	1
VILLANUEVA, Susan	1
WASING, Harly David	0
WASING, Peter	1
WINTER, Linda	Exc

# HAPPENING 05 JULY 2025

Report By:  
PP/SEC. CORA OCAMPO

Category: Community Project B

Area of Focus: Disease Prevention and Treatment

Date: Saturday, 05 July 2025

Location: CEO Motorpool, Baguio City

No. of Rotarians involved: Ten Rotary Clubs of Cluster 1C, five RCB members

Others involved (beneficiaries): 100 plus adopted Child Development Centers (CDCs) in Baguio (teachers)

Dedicated Hours: 2 hours (9am to 11am)

Project Cost: **Php 150,000.00** to cover the cleaning materials: walis tambo, walis tingting, mop, and plastic garbage bags

Names of Rotary Participants: PP Chris F., Dir Benedict, IPP Susan, Sec. Cora and Pres. Joe

PROJECT NAME:

HANDOG SA KABATAAN

DESCRIPTION : District-wide Kickoff of District 3790

The Rotary Club of Baguio, together with nine fellow Rotary Clubs under Cluster 1C of District 3790, launched a collaborative project to support more than 100 Child Development Centers across Baguio City. This kickoff initiative aimed to create cleaner and more nurturing spaces for children's early development.

Through this effort, the ten Rotary Clubs distributed essential cleaning materials to the CDCs, helping to ensure each center provides a safe, hygienic, and welcoming environment for learning and play. This project stands as a tribute to the unwavering dedication of the teachers and staff who invest their time, passion, and energy into shaping the minds and values of young children. Their role as community builders cannot be overstated—and through this initiative, Rotary honors their selfless commitment

Together, this generous act marks the beginning of broader efforts to uplift educational spaces and invest in the future of Baguio's youth.

## PICTURES



Category: Community Project B

Area of Focus: Disease Prevention and Treatment

Date: Monday, 07 July 2025

Location: Loakan Apugan Covered Court, Baguio City

No. of Rotarians involved: Six Rotarians, One Ann of the Rotary Club of Baguio

Others involved (beneficiaries): 14 adopted Child Development Centers (CDCs) in Baguio (teachers)

Dedicated Hours: 2 hours (3pm to 5pm)

Project Cost: First Aid Kits- Php 1,500 x 14 = Php 21,000 donated by IPP Susan

Vitamins- Php 800 x 13 = Php 10,400 donated by Pres. Joe

Starbucks Mugs- Php 8,125 donated by Dir. Lou

Others: Tarp- Php 1,062

**Total: Php 40,587.00**

Names of Rotary Participants: Dir. Eduard with Ann Vanessa, Dir, Lou, PP Chris

F., PP Alfred Lygo, IPP Susan, and Pres. Joe

**Together, this generous act marks the beginning of broader efforts to uplift educational spaces and invest in the future of Baguio's youth.**

## PICTURES





# GUEST OF HONOR & SPEAKER

## HIYASMIN BARDILAS ZAMBRANO

### EXPERTISE

Communication-- written and oral  
Facilitating capacity building, team building, values orientation activities

### WORK EXPERIENCE

*EXECUTIVE ASSISTANT FOR COMMS*  
EA I, Baguio City Mayor's Office  
2018 - present

*REGIONAL TRAINING SPECIALIST III*  
Department of Social Welfare and Development  
Cordillera Administrative Region  
March 2010 - February 2013

*REGIONAL INFORMATION OFFICER II*  
Department of Social Welfare and Development  
Cordillera Administrative Region  
July 2007 - March 2010

*Benguet State University*  
December 2005 - June 2007

*Philippine Information Agency*  
Cordillera Administrative Region  
June 1997 - December 2005

### PERSONAL

*Age* : 51 years old  
*Civil Status* : Married  
*Children* : Justin Raymond  
22 years old  
Asperger Syndrome  
: Joshua Ray  
18 years old  
GDD / Visually and  
Neurologically impaired

### EDUCATION

*College*  
Course: Bachelor of Arts in Mass Communication  
Major in Journalism,  
Minor in Broadcast Comm.  
School : University of the Philippines, Baguio City Campus  
Graduation: April 1996

*High School*  
School : Stella Maris College, Quezon City  
Graduation: March 1990

*Elementary*  
School : Immaculate Conception Parish School, Quezon City  
Graduation: March 1986

### AFFILIATIONS

Autism Hearts Foundation  
Fashion Arts Autism Benefit (FAAB) project  
Parent coordinator



**HIYASMIN ZAMBRANO**  
Baguio City Mayor's Office

## MEETING OF 05 JULY 2025

The monsoon rains on 05 July brought about by Tropical Depression Bising did not deter the 22 brave and enthusiastic RCB members, a Rotary Ann, 2 Rotakids and a guest to attend the first Saturday meeting of the Rotary Club of Baguio for RY 2025 - 2026. It promised to be a very fruitful Rotary year ahead, with showers of blessings ahead of us, as we "Unite For Good."

12:31 pm As our **Program Coordinator** for the day, **PP BERT TALCO**, announced that the membership is ready, **PRES. JOE URSU** called the meeting to order. for the first time as the elected RCB President for RY 2025-2026, with his charismatic gentlemanly voice.

**Invocation** followed, which was delivered, again for the first time, by our newest member, **RTN. KAT BOSANTOG**.

This was followed by the singing of the "Lupang Hinirang," "Rotary Hymn" and the "Four-Way Test of Rotary."

12:42 pm **DIR. NOEL VELASQUEZ** was then called upon, and he **entertained** us with a medley of five love songs from yesteryears when we were young, reminiscing bittersweet memories of times gone by.

12:50 pm **PE REYMUND BARRIOS** then **introduced** the personalities at the head table- the RCB directors and officers; and on the floor- 1 Rotary Ann, 2 Rotakids and a guest of PP Atom.

12:54 pm During the **Finest Moments**, our Program Coordinator, **PP BERT TALCO**, fined all RCB members present P100.00 for attending the first ever meeting of this Rotary year.

12:57 pm **RTN. ANNIE VIERNES**, the **Raffle** Queen of the day, with the help of PP Bert, then called on the winners of the raffle prizes : Bong (guest of PP Atom)(3x), Rtn. Peter (3x), PP Diony (2x), PP Mia (2x), PP Gigi (2x), PP Chris F (2x), PP Marlyn (2x), Rotakid of Rtn. Kat (2x), RA Vanessa, PP Atom, PP Alfred, PP Bert.

1:13 pm During **Members' Time**, PP Raffy explained elaborately our "Canao Reinvented", to understand and appreciate it better, and hopefully to enjoy reading it weekly, without any hassle. Likewise, he encouraged everyone to please come in our corporate attire next meeting for our formal uniform photo-shoots, courtesy of Rtn. Peter, "gratis et amore."

IPP Susan then handed over the plaques, certificates and tokens to the members who weren't able to attend the last meeting of RY 2024-2025.

1:45 pm **PRES. JOE** then delivered the **President's Time** for the first time. Quoting on the opening of a Dead Poets Society meeting in the movie "Dead Poets Society", he encouraged and challenged each RCB member to "live deliberately", to "suck the marrow of Rotary Life", to "seize the year," to make our lives, as well as the ordinary lives of the community we serve, extraordinary. He relayed nostalgically a bit of RCB history, mentioning some of our late past presidents of old. Then announced the upcoming cluster and club activities as well as the Rotary club inductions where RCB is invited.

1:55 pm **Club Assembly** then followed, with the president, secretary, directors and officers presenting the goals, activities and projects, target dates, and budget per committee. (Please read on the detailed Secretary's Report to be published.)

3:40 pm After the singing of the RCB Hymn and the Pilipinas Kong Mahal, **PRES. JOE** then **adjourned** the first meeting of RY 2025-2026.



**PP VEEH BALAJO**

RCB Adviser  
RY 2025-2026

# R RETROSPECT SCENES

SCENES WE LIKE TO SEE :



Retrospect Photos By:  
Rtn. Peter Wasing

05 JULY 2025 MEETING



## GENERATIONS OF THE WESTERN WORLD

**A**cross Western Europe, North America, and Australasia, each generation reflects the spirit of its time. Though cultures vary, these generational labels help us understand how history has shaped people's lives.

**The Lost Generation** (1883–1900) came of age during World War I and the Roaring Twenties.

**The Greatest Generation** (1901–1927) lived through the Great Depression and fought in World War II.

**The Silent Generation** (1928–1946) grew up in wartime and came of age in the post-war years.

**Baby Boomers** (1946–1964) were born during the post-war baby boom and shaped the social movements of the '60s and '70s.

**Generation X** (1965–1980) came next—Independent, adaptable, and bridging the analog and digital eras.

**Millennials** (1981–1996) entered adulthood around the new millennium, shaped by the internet and global events like 9/11.

**Generation Z** (1997–2012) are digital natives, growing up with social media and facing challenges like the COVID-19 pandemic.

**Generation Alpha** (post 2012–2025) is the first fully 21st-century generation.

**Generation Beta** (2025–2039) is still emerging, with their story yet to unfold.

Each generation brings its own character, shaped by the world they inherit—and the future they help create.



### Silent Generation (pre-1946)

Still serving on boards;  
shaped by duty and discipline

### Baby Boomers (1946–1964)

~12% of today's workforce;  
value stability, loyalty, and legacy

### Gen X (1965–1980)

~27%; independent, pragmatic,  
delivery-focused

### Millennial (1981–1996)

~34%; purpose-driven,  
collaborative, growth-oriented

### Gen Z (1997–2012)

~27%; inclusive, tech-native,  
values transparency



19K

### Gen Alpha (post 2012)

The emerging workforce—  
digital-first, fast-learning,  
entrepreneurial



894



5,181

## RE-INVENTING THE CAÑAO - PART 2

**M**y journey as Editor-in-Chief of **The Cañao** for this Rotary Year, actually began on 05 May 2025 — a date that quietly marked the start of what has become a deeply engaging commitment.

Since then, most days have been spent immersed in this labor of love. What initially seemed like a role has evolved into a near full-time calling — one embraced wholeheartedly.

One of the innovations I'm particularly excited to introduce is what I affectionately call our "letter-icons." These are simple single-letter emblems thoughtfully assigned to each page or spread, giving our bulletin an easy-to-follow structure. My hope is that, over time, these icons will become friendly visual cues — gently guiding you, our dear readers, to the content you most enjoy. In a way, it's like developing our own club-specific language, a system of logic we can proudly call our own.

Here's a glimpse of our **Letter-Icons Galore** — each one representing a key part of our weekly journey together:

**P – President's Message:** A whole page of thoughts and reflections from our own Pres. Joe Ursua, now with a warm three-fourth body portrait to connect with each of you visually.

**S – Secretary's Update:** Where PP/Sec Cora will faithfully share how our club is progressing, also accompanied by a portrait.

**R – In Retrospect:** A weekly narrative on how the latest club meeting unfolded, along with a portrait of the Retrospector.

**R-scenes** – Previously "Scenes We Like to See," now expanded into a full

two-page spread celebrating the best captured moments.

**H – Happenings Page:** Highlighting special events attended by our members — with H-photos to match! *Check out pages 06-07 of this issue.*

**M – Member's Page:** A space for heartfelt contributions from our very own club members.

**L – Leaders of Rotary Page**

**T – Treasurer's Report**

**G – GHS Profile with Photo**

**C – Club Speaker:** When the GHS is a member of RCB.

**E – EIC Meditations:** My personal corner — where I engage directly with you, dear reader.

**F – Feature Page:** Filled with helpful tips, ideas, and inspiring stories worth sharing.

Alongside these new elements, our Layout Artist Oli and I have made a key design decision — opting to use the **Calibri font** throughout, for its clean, slender readability. We found Helvetica a bit too bulky and not as reader-friendly across devices.

The middle letter of **Cañao** must always be spelled with the proper "ñ" — that familiar curl above the "n" is not just aesthetic, but essential. It's a point of pride, and I'm committed to preserving this as part of our editorial decorum.

We are keeping to our **European date format** — no commas, two-digit dates: e.g., 07 September 2025. Please extend your cooperation so we may preserve this consistency across all submissions.

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



**PP RAFFY CHAN**

Cañao Editor-in-Chief

RY 2025-2026

# PROGRAM FOR TODAY

## REGULAR MEETING at the BCC Training Center

### Saturday, 12 July 2025

TIME	PORTION	IN CHARGE
12:00 nn	Fellowship	
12:30 pm	Call to Order	Pres. Joe Ursua
	Invocation	Rtn. Lily Landayan
	Pambansang Awit	(Everyone)
	Rotary Hymn	(Everyone)
	Four-Way-Test	(Everyone)
1:20	Introduction of Visiting Rotarians & Guests (VRG)	PP Atom Mendalla
	Entertainment	IPP Cora Ocampo
	Raffle	Dir. Benedict Grajo
	Finest Moments	Rtn. Harly Wasing
1:40	Members' Time	(Anyone)
1:50	President's Time	Pres. Joe Ursua
1:55	Introduction of Guest of Honor and Speaker (GHS)	Rtn. Levy Orcales
	GHS	Ms. Hiyasmin Zambrano
	Topic: Dealing with Autism	
	Open Forum	
	Club Response	PP Alfred Laygo
2:30	RCB Hymn	(Everyone)
	Pilipinas Kong Mahal	(Everyone)
	Adjournment	Pres. Joe Ursua
	Program Coordinator	PP Gigi Maranan
	Retrospect	PP Chris Peralta
	Imager	Rtn. Peter Wasing

## PARTICIPANTS FOR NEXT MEETING

### REGULAR MEETING at the BCC Training Center

### Saturday, 19 July 2025

Program Coordinator ----- PP Raffy Chan  
 Invocation ----- Rtn. Nancy Alabanza  
 Introduction of VRG ----- Dir. Lorena Cachola  
 Entertainment ----- PP Diony Claridad  
 Raffle ----- Dir. Eduard Ramos  
 Finest Moments ----- PP Mia Cawed

Introduction of GHS ----- PP Veeh Balajo  
 GHS ----- To Be Announced  
 Topic: To Be Announced  
 Club Response ----- PP Libby Fernandez  
 Retrospect ----- Rtn. Arlene Sumalag  
 Imager ----- Rtn. Peter Wasing

**JULY 2025 IS MATERNAL AND CHILD CARE MONTH**