

Rotary Club of Baguio



OFFICIAL CLUB BULLETIN
Volume LXXVIII - Issue 03
Saturday, 02 August 2025

DIR. NOEL VELASQUEZ
Club Honored 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



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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

SERVICE, FELLOWSHIP AND RESILIENCE

Warm greetings to each of you as we close the final week of July and prepare to welcome Membership Month with fresh resolve and purpose.

Our fourth regular meeting, scheduled for 26 July, was set to spotlight an important and timely topic—**Nutrition in Adolescents**—with no less than Dr. Joy Ramolete as our Guest of Honor and Speaker. We were all looking forward to her insights on this crucial concern, which affects many Filipino families, especially in our local communities. However, as nature would have it, **Typhoon Emong** made an uninvited appearance, reminding us once more of the unpredictability of life and the many challenges that our fellow countrymen continue to face. In the interest of everyone's safety, your Board of Directors decided to cancel the meeting. I thank each of you for your understanding, compassion, and support for that decision. Your well-being remains our top priority.

On that same day, despite the storm, I was honored to represent the Rotary Club of Baguio at a very special occasion—the **75th Charter Anniversary and Induction Ceremonies** of our daughter club, the **Rotary Club of Vigan**. It was a heartwarming celebration of seven and a half decades of service and legacy. I was warmly received as your representative, and I convey their deep appreciation and gratitude. Let us all extend our heartfelt congratulations to RCV on this remarkable milestone. Their commitment inspires us to press on with our own goals.

As we step into **Membership and New Club Development Month**, may I invite each of us to reflect on what it

truly means to be a Rotarian. Rotary is a living, growing community, and the strength of our club lies in its people. I am delighted to share that we are set to hold a Fireside Chat with our incoming member, **Dr. Bong Naguit**, shortly after his Seven-Day Notice. Our sincere thanks go to PP Atom for opening the door and extending the hand of invitation—because indeed, **membership begins with a simple invite**. Let us all welcome Dr. Bong with warmth and fellowship as he begins her Rotary journey with us.

Looking ahead to 02 August, we have another enriching opportunity as around ten of our members attend the **Membership Development Seminar** at the New Royce Hotel in Clark, Pampanga. Organized under the leadership of **Director Ed Ramos**, this event promises to rekindle our understanding and appreciation of what it means to be part of this global movement. May our team come back renewed, re-energized, and ready to inspire others to join our ranks.

Finally, I hope that this Saturday's meeting featuring the **Classification Talk** of **Director Noel Velasquez** will be met with enthusiastic attendance. These sessions are a valuable tradition in Rotary—where we not only learn about the profession behind the member, but also the story of the person behind the badge. Let us support and celebrate each other as we deepen our bonds.

May we continue to lift each other up, serve with joy, and stay united in heart and mission.

Together, let's keep the Rotary spirit alive—**Uniting for Good!**



PRES. JOE URSUA

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

**UNITE
FOR
GOOD**

ROTARY CLUB OF BAGUIO BOARD

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Club President

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Vice-President/Service Projects

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Adviser

PP ALFREDO LAYGO
Adviser

PP RAFAEL CHAN
Cañao Editor-in-Chief / Webmaster



EVENTS & ACTIVITIES FOR JULY-AUGUST

AUGUST BIRTHDAYS:

07 – Dir. Benedicto GRAJO
15 – Rtn. Modesto Jr. BAHUL
22 – Rtn. Glenliel FLORES

AUGUST WEDDING ANNIVERSARY:

18 - 7th Anniversary of Dir. Glaiza and RS Ronald Tan
19 – 47th Anniversary of PP Raffy and RAPP Josie Chan

AUGUST ANNIVERSARY IN RCB:

09 – PP Raffy (27 years)
21 – PGD Linda (32 years)
26 – PP Alfred (30 years)
29 – Sec Cora (16 years)

MOST RECENT EVENTS & ACTIVITIES FOR JULY 2025:

26 July – Regular Club Meeting, at the BCC Wolfson Room. CANCELLED due to inclement weather
19 July – Irisan Bayanihan (feeding program, prenatal screening, family planning seminar, free medical

consultation, mobile blood donation), A Kick-off project of the SLU-SOM Rotaract Club, 8:00am at the Irisan Multipurpose Hall, Baguio. *Participants: Pres. Joe, PP Diony, PP Alfred, PE Reymund, Dir. Lorena and Sec Cora together with RC Summer Capital and SLU-SOM Rotaract Club.*

20 July – CLUSTER PROJECT 2: Mission to donate medicines, rice, school bags, etc. to the Fire Victims in Gibraltar
Participants: Pres. Joe and Sec Cora

21 July – RCB Board Meeting, 5pm at Cocina del Sol

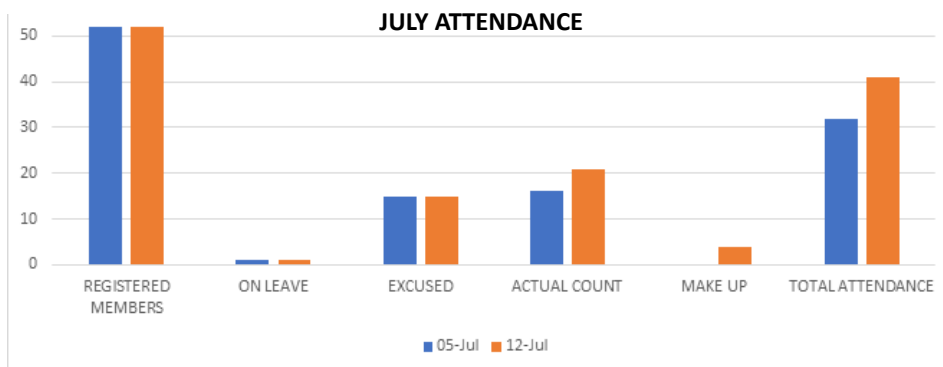
26 July – Rotary Club of Vigan's 75th Charter Anniversary and Induction Ceremony, 5:30pm at the Provincial Farmer's Livelihood and Development Center, Vigan City, Ilocos Sur
Participant: Pres Joe

UPCOMING EVENTS & ACTIVITIES FOR AUGUST 2025:

02 August – Membership Development Seminar. 8-5pm at the Royce Hotel, Angeles City



PP CORA OCAMPO
RCB Secretary
RY 2025-2026



This report provides a comparative snapshot of attendance metrics for two July sessions: 05 July and 12 July. It highlights trends and variations in member engagement and participation.

ATTENDANCE METRICS:

| Category | 05 July | 12 July | Variance & Remarks |
|--------------------|------------|----------------|-------------------------------------|
| Registered Members | Approx. 50 | Approx. 49 | Slight decrease (-1) |
| On Leave | Low | Very Low | Improvement in availability |
| Excused | Moderate | Slightly Lower | Marginal reduction in excused count |
| Actual Count | Lower | Higher | Improved turnout on 12 July |
| Make-Up Attendance | None | Present | Introduced in 12 July session |
| Total Attendance | Lower | Higher | Overall increase in attendance |





CLUB HONORED SPEAKER

DIRECTOR NOEL VELASQUEZ

Emmanuel V. Velasquez, fondly known as Noel, is a dynamic and results-driven professional whose career journey spans over two decades of hands-on leadership in sales, operations, and business development. Born on 07 February 1977, in Manila, and now a proud resident of Baguio City, Noel brings with him a deep sense of purpose not only as a professional but also as a devoted family man. Residing at 12A Parisas Compound in Bakakeng Norte, he shares his life with his loving wife and their four wonderful children—two boys and two girls—who inspire him daily.

He completed his Bachelor of Science in Physical Therapy at Our Lady of Fatima University in Valenzuela City, graduating in 2000 after six years of dedicated academic pursuit. His journey into the working world began as a Physical Therapist in Valenzuela, where he practiced from 2001 to 2004. Noel's curiosity and enterprising spirit eventually led him to the world of sales and marketing, where his passion for connecting with people found its true calling.

His professional path took a significant turn when he joined Icon Publishing Inc. as an Account Manager from 2004 to 2006. He then entered the pharmaceutical industry, working first as a Medical Sales Representative for Scigen Philippines, then steadily rising through the ranks at Getz Pharma from 2007 to 2017. In this decade-long tenure, he evolved from a frontline representative to a trusted District Sales Manager, overseeing operations and mentoring teams in Ortigas and beyond.

Emmanuel's leadership journey continued to flourish through key managerial roles at Maharaja Distributions, Pharma Business Management Trading, and Mega Life Sciences Inc., where he served as Area Business Manager. These roles deepened his insight into both the consumer and pharmaceutical sectors. By 2020, he expanded his vision beyond corporate work, stepping into the realm of environmental solutions. He took on the role of Board Director and Sales & Marketing Director for Anteverde Eco Solutions Inc., a waste management company based in Baguio City, where his advocacy for sustainability became a professional mission.

In August 2024, Noel embraced a new leadership challenge as Sales and Operations Manager for Hyundai Baguio City, located along C.M. Recto Street. This role has allowed him to integrate his accumulated knowledge in customer relations, team building, and strategic management to help elevate the dealership's performance and presence in the region.

Through all these experiences, Emmanuel Velasquez has remained approachable, dependable, and driven—qualities that are grounded in his solid educational background and enriched by his diverse career trajectory. He can be reached at noelv.velasquez@gmail.com or via mobile at 0927-301-6187. With his genuine passion for excellence and a heart rooted in service, Noel continues to inspire colleagues and partners alike—proving that success is best measured not just by titles held, but by the meaningful impact one makes along the way.



DIR. NOEL VELASQUEZ
RCB Diirector for RY 2025-2026



12 JULY 2025 : HEARTS AND SERVICE

President **Joe Ursua** promptly called **To Order** his second regular meeting at 12:34 pm, with **PP Gie Maranan** capably serving as **Program Coordinator**. The atmosphere at the Rotary Training Center was already buzzing with camaraderie as 19 members mingled early on. Eventually, the attendance swelled to around 28 members, as familiar faces such as Director Lorena Cachola, PP Bert Talco, Director Benedict Grajo, and several others gradually joined the fellowship.

The meeting commenced on an uplifting note with **Rtn. Lily Landayan** delivering a deeply thoughtful and inspiring **Invocation**. Her words truly resonated with everyone present. This was followed by the heartfelt singing of our Pambansang Awit, the cherished Rotary Hymn—sung while holding hands as a symbol of unity—and the singing of the Four-Way Test, grounding us once more in the values we hold dear.

PP Atom Mendalla handled the **Introduction of Guests** with grace and warmth. Special acknowledgments went to her cousin Bong Naguit, who was attending for the third time, Rotaractor Secretary Niño Gaoen, and visiting photographer Marvin Segundo.

Adding a **Entertainment** touch to the program, **PP Cora Ocampo** charmed everyone with her renditions of “Never Ever Say Goodbye” and “Don’t Know What to Say,” filling the room with nostalgic tunes and heartfelt lyrics.

The **Raffle** segment was delightfully run by **Director Benedict**, with **IPP Susan** offering assistance. A generous 22 prizes were raffled off. Alfred and Harley each emerged triple winners, Diony bagged two prizes, and others—including Ali, Joe, Lorena, Lily, Bert, Levi, Gie, Peter, Susan, Atom, and your Retrospector—each took home a surprise.

During **Members’ Time**, several Rotarians took the floor. **Rotaractor Niño**

announced an upcoming medical and outreach mission in Irisan. **PP/EIC Raffy** re-introduced everyone to how Rotarians can easily access our weekly Cañao via <https://canao.rcbaguio.org>; and the proposed new system of assigning Program Participants. **PP Ali** shared a brief message on stewardship and concluded with a heartfelt “Thank you for your generosity.” **PP Bert** floated the idea of reviving our golf tournament as a potential fundraiser for our community fund.

President Joe’s Time highlighted the Club’s collective efforts: donations of CDC cleaning materials, First Aid kits courtesy of IPP Susan, a beautifully crafted tarpaulin designed by Director Eduard, and loot bags prepared by Pres. Joe himself—filled with alcohol, multivitamins, pain relievers, and other essentials. He also shared the recent induction of Governor Dan Torres and PE Reymund Barrios during the Rotary Club of Manila’s formal gathering.

Our **Guest of Honor and Speaker**, introduced by **Secretary Levy**, was **Ms. Hiyasmin Bardilas Zambrano**—an advocate affiliated with the Autism Foundation. Her engaging and informative talk on “Autism in Our Midst” captivated the entire room. She spoke with clarity and passion, covering key topics like stimming, meltdowns, hyperfixation, and the importance of acceptance and awareness. The open forum that followed saw members openly sharing their personal experiences and insights on autism within their own families—a truly moving segment.

PP Alfred Laygo gave a heartfelt **Club Response**, followed by the presentation of tokens of appreciation and a joyful round of group photo-taking. **President Joe** formally **adjourned** the meeting, wrapping up a fulfilling and enlightening Rotary gathering that once again highlighted the strength of our fellowship and our shared purpose in service.



PP CHRIS PERALTA
RCB Past President







Completed over eight months on canvas, **The Spoliarium** is a monumental painting by celebrated Filipino artist **Juan Luna**. It portrays a haunting scene: fallen gladiators being dragged away from a Roman arena—stripped of their weapons, dignity, and life. More than a historical depiction, the painting serves as a powerful metaphor for human suffering and the silent dignity of defeat.

In 1884, Luna submitted *The Spoliarium* to the Exposición Nacional de Bellas Artes in Madrid, where it won the highest honor—the first gold medal—bringing pride to Filipinos under colonial rule. The same year, it was exhibited in Rome, placing

Luna alongside the best artists of the Spanish Academy.

In 1886, Barcelona's provincial government purchased the work for 20,000 pesetas, a testament to its value. Today, it stands in the National Museum of Fine Arts in Manila, measuring an awe-inspiring 4.22 by 7.675 meters—the largest painting in the Philippines.

Historian Ambeth Ocampo noted its deeper meaning: proof that Filipinos, once called “indios,” could match or even surpass their colonizers in artistic brilliance. *The Spoliarium* endures not just as art, but as a proud symbol of Filipino talent, resilience, and identity.

RE-INVENTING THE CAÑAO - PART 3

Let me take this time to share something rarely talked about—the technical side of producing our Club Bulletin, **The Cañao**. We now use Adobe InDesign to lay out each issue and create the PDF files you read.

This task is often quietly handled behind the scenes, usually by a layout artist working with the Editor-in-Chief (EIC). But perhaps I'm the only EIC who insists on getting personally involved at this level—especially now, as I've chosen to re-invent the Cañao for RY 2025–2026.

Luckily, I'm no stranger to layout-design software. I still fondly recall using Adobe PageMaker (InDesign's predecessor) during my very first stint as EIC in RY 2006–2007, under then President Mike Pearson. Back then, we still printed hard copies of *The Cañao* weekly and worked closely with Unique Printing Press, which printed 100 hard copies per issue. It was during that time that Archt. Sherwin Cheng (a personal friend, who just happened to be among the siblings who owned the printing press) and I transformed the old black-and-white emblem into the now-familiar multi-colored triangular version. I'd spend Thursdays and Fridays finalizing layouts and personally delivering them for finalization by the Unique artist.

From 2005 to 2009, I also served as the *Cañao* Adviser—and often as its adhoc layout artist. I worked with various EICs: Dhory Vicencio (2007–2009), John Cunanan (2006–2007), and myself (2005–2006). Those were years of learning, collaboration, and great joy and sacrifice.

Fast forward to 05 May 2025—faced with the sudden silence of our

previous layout artist, Youichi, who had worked with my RGC&A Office for four years. He no longer responded to my many messages. It was disheartening, especially since I had nurtured his career in architecture and more. But as life needs to go on despite the loss of certain talented people, this challenge pushed me into doing it again. I decided to learn InDesign myself and began doing all the prototyping and layout work from scratch.

My learning InDesign turned out to be an uphill climb, and not as easy as earlier expected. But my resolve was slowly rewarded, as my early trials soon saw the new pages slowly evolve.

For the new masthead, I have used a special app called Art Text v4 (Mac-only), which I've been using even earlier than 2013, to create our special RCB Diamond Jubilee logos. The dancing pair you see from around year 2000, is now re-imagined within a 3D gong motif. The "*Cañao*" letterings, features a unique font called Abbey Road NF—yes, chosen by your EIC, an unabashed Beatles fan.

You may also notice our new layout style: text presented in three slim columns, with the rightmost reserved for images. This design choice aims to ease your reading experience—less eye strain, and a format reminiscent of the newspapers of old.

There's still so much more I could share about this creative journey—its adventures and misadventures—but perhaps it's best to let the work speak for itself. I hope you enjoy the "**Re-invented Cañao**" as much as I've enjoyed shaping it for you.

Let's continue this journey together.



PP RAFFY CHAN

Cañao Editor-in-Chief
RY 2025-2026

PROGRAM FOR TODAY

REGULAR MEETING at the BCC Wolfson Room

Saturday, 02 August 2025

| TIME | PORTION | IN CHARGE |
|----------|---|---------------------|
| 12:00 nn | Fellowship | |
| 12:30 pm | Call to Order ----- | PP Cora Ocampo |
| | Invocation ----- | Rtn. Arlene Sumalag |
| | Pambansang Awit ----- | (Everyone) |
| | Rotary Hymn ----- | (Everyone) |
| | Four-Way-Test ----- | (Everyone) |
| 1:20 | Introduction of Visiting Rotarians & Guests (VRG) ----- | PP Anet Calabias |
| | Entertainment ----- | Dir. Vell Agayas |
| | Finest Moments ----- | PP Raffy Chan |
| | Raffle ----- | Rtn. Jeff Isip |
| 1:40 | Members' Time ----- | (Anyone) |
| 1:50 | President's Time ----- | PP Cora Ocampo |
| 1:55 | Introduction of CHS ----- | PP Gigi Maranan |
| | Club Honored Speaker (CHS) ----- | Dir. Noel Velasquez |
| | Topic: Classification Talk | |
| | Open Forum | |
| 2:30 | RCB Hymn ----- | (Everyone) |
| | Pilipinas Kong Mahal ----- | (Everyone) |
| | Adjournment ----- | PP Cora Ocampo |
| | Program Coordinator ----- | PP Libby Fernandez |
| | Retrospect ----- | Rtn. Kat Busantog |
| | Imager ----- | Rtn. Harly Wasing |

PARTICIPANTS FOR NEXT MEETING

CLUB ASSEMBLY at the BCC Wolfson Room

Saturday, 09 August 2025

Acting President ----- VP Lou de Guzman
 Invocation ----- Rtn. Annie Viernes
 Introduction of VRG ----- PP Arnel Cabanisas
 Entertainment ----- Dir. Noel Velasquez
 Raffle ----- Dir. Ed Ramos
 Finest Moments ----- Rtn. Jeff Isip

Introduction of CHS ----- VP Lou de Guzman
 Club Honored Speaker ----- PP Benny Sunga
 Topic: Re-Rotarization of RCB Members
 Program Coordinator ----- IPP Susan Villanueva
 Retrospect ----- Rtn. Eric de Guzman
 Imager ----- Rtn. Harly Wasing

AUGUST IS MEMBERSHIP & NEW CLUB DEVELOPMENT MONTH

