

In photo: Standing, (l-r): D-3790's incoming co-DGR-PRM PP Jerry Garcia, DGR-PRM PDG Jaypee Cadaing, PP Jun Rojas, incoming DGR-PRM PP Rommel Suarez. Seated: PRM Managing Editor PDG Sonny Ventura, Finance Manager PDG Johnny Aruego, Editor-in-Chief PDG Mar Un Ocampo III, RIPD Paing Hechanova, DG Oyan Villanueva (D-3790) and PCRG Chair PDG Tony Quila



**THE PRM AWARDS 2009-2010**

A CELEBRATION OF  
**SUCCESS**



By PVP Roberto "Bob" O. Autor, PRM associate editor

**I**n what is becoming a beautiful tradition in the Philippine Rotary magazine (PRM), the PRM Awards Day was held last June 11, 2010 at the ground floor of the D-3780 Rotary Center building in Quezon City. It was the third time in three years that the magazine lavished honor and praise on outstanding Rotarians and clubs through awards and recognition in different categories.

Among those who graced the annual event were: RIPD Rafael "Paing" G. Hechanova, PCRG Chair PDG Tony M. Quila, DG Connie Beltran (D3810), DG Ding San Diego (D3770),



DG Ding San Diego of D-3770 (seated 2nd from right), top awardee for subscriptions, is shown with RIPD Paing Hechanova (3rd from left) and PRM Editorial Board members.

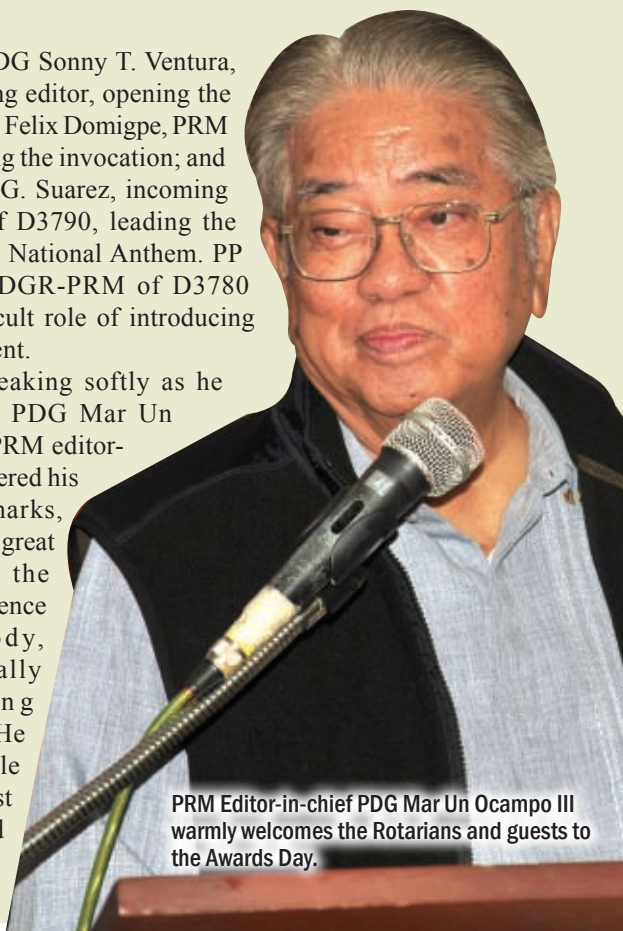
DG Oyan Villanueva (D3790) and a huge crowd of past district governors, district governors-elect, district governors-nominee, other district and club officers, executive committee members of the PRM Foundation, Inc., and the members of the PRM Editorial Board who had with them Spouse Reby Trinidad. They came from all the ten Rotary districts in the Philippines to join in the celebration of PRM's successful year in 2009-2010.

The awards program, which started after a sumptuous lunch, went flawless with the masterful orchestration of PP Ed Trinidad, PRM associate editor. Wit and humor kept the audience nailed to their seats as program participants played their respective roles from start to finish.

The activity

began with PDG Sonny T. Ventura, PRM managing editor, opening the program; PDG Felix Domigpe, PRM treasurer, doing the invocation; and PP Rommel dG. Suarez, incoming DGR-PRM of D3790, leading the singing of the National Anthem. PP Tony Vidal, DGR-PRM of D3780 took the difficult role of introducing all those present.

Then, speaking softly as he always does, PDG Mar Un Ocampo III, PRM editor-in-chief, delivered his welcome remarks, expressing his great delight over the inspiring presence of everybody, most especially RIPD Paing Hechanova. He touched a little on PRM's past years and described



PRM Editor-in-chief PDG Mar Un Ocampo III warmly welcomes the Rotarians and guests to the Awards Day.



Standing (l-r): PP Ed Trinidad, PP Magic Ong, DGN Ernie Choa, PDG Paco Atayde, PP Robert Koa, PDG Sonny Ventura, Pres. Henry Ongchan. Seated (l-r): SDG Cyn Evangelista, PDG Johnny Aruego, PDG Mar Un Ocampo III, RIPD Paing Hechanova, DG Connie Beltran (D-3810) and PDG Tony Quila. (Inset) PP Ed Trinidad, PRM Associate Editor, ably emceed the affair.



D-3800's PDG Pepe Peralta, PDG Edison Ang and PDG Efre de Guzman receive the loyalty recognition award for Rotary clubs in D-3800 from PDG Mar Un Ocampo III and RIPD Paing Hechanova. D-3800 registered the highest number of loyal subscribers.



D-3780 co-DGR-PRM PP Tony Vidal introduces the Rotarians and guests during the Awards Day.



PRM Special Events Coordinator/D-3770 DGR-PRM PDG Boy Valle presents the brief background of the PRM awards

how the members of the current Editorial Board have dedicated their lives to get the magazine to where it is now: world-class with a sound financial standing.

Following PDG Mar's warm welcome for everybody, PDG Boy Valle, PRM Special Events coordinator and D3770 DGR-PRM, gave the audience a brief background of the PRM Awards. His talk was followed by the writer's presentation on the background of the PRM Lifetime Subscriptions Recognition and Awards, a topic which touched briefly on the history of the magazine and the birth of its lifetime subscriptions program. (In reply to several requests, the presentation is reprinted as part of this

article.) PDG Tony M. Quila, 2009-2010 PCRG chair and chair of the



PRM Associate Editor PVP Bob Autor talks about the brief background of the PRM lifetime subscription recognition & awards

PRM Foundation, Inc., delivered his inspirational talk, which lauded the success of the magazine and the creation of the PRM Foundation, Inc. as an independent entity and publisher of the magazine. Following his talk, he was joined by RIPD Paing Hechanova, PDG Mar Ocampo, and PDG Sonny Ventura for the awarding rites. (The list of awards and the recipients are made part of this article.)

In his closing remarks, RIPD Paing Hechanova expressed his gratitude to and heaped praise on all who have labored selflessly to make the PRM a great success. He also shared his gladness over the final creation of the PRM Foundation. (Complete text of his speech is also made part of this article.)

As all good things must end, PDG Sonny Ventura delightedly adjourned the lively and meaningful activity of the day. ♦



D-3770's PDG Boy Valle receiving his recognition from Editor-in-chief PDG Mar Un Ocampo III as the Most Outstanding DGR-PRM for 2009-2010.

PRM AWARDS 2010

# Message from RIPD Rafael "Paing" G. Hechanova

Fellow Rotarians and Friends –

First, I want to extend my personal thanks and appreciation to the Awardees today. We are all volunteers and it is easy to walk away but your efforts in helping the PRM needs to be recognized and we thank you all.

Ten years ago, I had the same privilege of delivering short remarks in the PRM seminar. That occasion is now enshrined in the book that I published. At that time, I shared my Vision for the future of PRM and I said then and I quote "That with a structure in place for consistency, credibility and continuity, the PRM can accomplish what the Rotarian magazine is doing right now for Rotary. It can also become a source of funds for PCRG."

Today in 2010 with the Foundation, that structure is in place and I want to add my personal gratitude and appreciation for all those that worked for its existence, the PCRG Boards of 2008-09 and 2009-10, the PRM staff themselves and the old Foundation – not those Johnny-come-lately people that say they also endorse it.

But the structure remains just an edifice, if without the unselfish work and dedication of all of you here that have brought stability, permanence and relevance to the PRM and its purpose of telling Rotary's story and its emphasis on Service, Friendship, Goodwill and the Spirit of Internationality.

Today, with the RI Strategic Plan for 2010-13, the PRM will have to look at a new phase in its operations – The enhancement of the public image of Rotary. We are in a competitive world and we must communicate to the general public the good work that Rotary is doing in the communities where Rotary clubs exist.

We trust therefore that the PRM will now re-direct its purpose of communicating not to Rotarians alone but also to the general public. We need to re-direct our efforts to increase public readership which at the same time will increase ad revenues.

It is therefore my honor to wish all of you, continued success – including what our editor in chief may or will accept in service to our country.

Thank you –  
"Mabuhay kayong lahat."

Rafael G. Hechanova  
RI Director 1996-98

