

THE JCI MANDAUE OFFICIAL PUBLICATION

# MANDAWE

Own Our Story  
ISSUE



THIS IS HOW  
**WE DO IT**

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# MESSAGE FROM THE PRESIDENT

*Greetings My Fellow JCI!*

As we celebrate our 62nd remarkable year in 2025, we proudly embrace the theme "This is How We Do It!"—a witness to our enduring spirit, dedication, and action-oriented leadership at JCI Mandaue. Our identity as JCI Mandaue Merry Men is defined by our brotherhood, our commitment to purposeful community service and meaningful leadership. This issue of MandaWe Magazine allows us to reflect deeply, reaffirming who we are individually and collectively, highlighting the diverse yet unified character that makes us uniquely JCI Mandaue.

Looking forward, let our actions clearly reflect the strength of our bonds and the clarity of our purpose. As we declare "This is How We Do It," may our deeds resonate loudly, showcasing our compassion, integrity, and excellence. Here's to another remarkable year of shaping identities, nurturing brotherhood, and proudly demonstrating how we accomplish things—the JCI Mandaue way.

*With Gratitude and Pride,*

  
MARK SAMUEL UY  
2025 President  
JCI Mandaue

**N**ow on its 3rd year, MandaWe Magazine is thrilled to receive recognition for the passion and dedication poured into every issue. As proud recipients of the prestigious Quadro and Sinagtala awards, we remain committed to further establishing MandaWe as a leading publication within the JCI community. Our mission is clear—to tell meaningful stories, foster leadership, and reflect the excellence that embodies JCI Mandaue.

Celebrating our 5th issue since the inception of MandaWe, we honor our identity, celebrate our journey, and revisit the very essence of who we are. By embracing our stories and values, we not only deepen our sense of self but also enhance our capacity as leaders. Each article, image, and narrative shared in these pages is a testament to our growth, resilience, and unwavering dedication to making an impact.

We invite you to immerse yourself in the pages of our MandaWe Own Our Story Issue, commemorating the 62nd year of the Merry Men. Enjoy discovering articles that reveal who we are, how we achieve excellence, and why our commitment endures. These are stories crafted by us and for us—stories that we proudly own and share with you.

  
Mike Yapching  
EDITOR-IN-CHIEF



MANDAWE COVER SHOOT TEAM

# NOTE FROM THE EDITOR

THE JCI MANDAUE OFFICIAL PUBLICATION

# MANDAWE



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DR. JESSE VILLANUEVA

*“Purpose fuels action, and action knows no age. The impact of leadership isn’t defined by years, but by the lasting impact we choose to create.”*

# PURPOSE AND ACTION BEYOND AGE

BY PETER PAUL CABABAHAY  
2025 VICE PRESIDENT FOR BUSINESS DEVT.

**A**t JCI Mandaue, leadership isn't just a phase—it's a lifelong commitment. While most members "graduate" at 40, some never really leave. These are our Associate Members, the ones who have moved past the age limit but refuse to move past their love for service.

Despite their demanding careers, family responsibilities, and the natural shift that comes with time, they still show up. They still lend a hand, share their wisdom, and remind everyone why JCI is more than just an organization—it's a family.

## THE PASSION

For many, JCI starts as a journey of personal and professional development. But for Associate Members, it has become a lifelong commitment.

*"Service doesn't stop just because we've turned 40,"*

shares John Rey Villoriente, a former Director for Membership Retention who now plays an active role in guiding younger members.

*"JCI shaped us into who we are today, and it's only right that we give back by sharing our knowledge and experience."*

Despite their demanding schedules, Associate Members make it a point to stay involved—whether by supporting large-scale projects, offering mentorship, or simply being present to encourage new members. Their presence serves as a reminder that JCI is more than just a youth organization—it is a lifelong network of leaders committed to impact.

## BRIDGING GENERATIONS OF LEADERSHIP

Beyond their contributions to projects, Associate Members play a crucial role in preserving the values and traditions of JCI Mandaue. Their wisdom and experience provide stability to the organization, ensuring that younger members benefit from decades of collective knowledge.

*"We don't just teach them leadership skills,"*

says Doc Jesse Villanueva,

*"we teach them resilience, adaptability, and the importance of integrity in everything they do."*

Their presence at meetings, trainings, and networking events fosters a culture of





DR LOWELL BASCARA

“BECAUSE AT THE END OF THE DAY, IT’S NOT ABOUT HOW BUSY WE ARE—IT’S ABOUT WHAT WE MAKE TIME FOR.”

continuity, proving that leadership is not bound by age but strengthened by experience and brotherhood.

## BALANCING LIFE AND IMPACT

These Associate Members aren’t just sitting on the sideline; they’re running businesses, leading organizations, chasing personal goals—but they still make time for JCI, proving that passion for service knows no bounds. Their dedication serves as an inspiration for others to balance success with meaningful impact.

*"My schedule is packed, but when I see a project that makes a real impact, I find a way to be there,"*

shares Doc Lowell Bascara.

They may not be as hands-on as before, but their presence is felt. Whether it’s supporting events like medical missions, mangrove planting, or even relief operations, they remind everyone that service has no age limit.

## A LASTING LEGACY

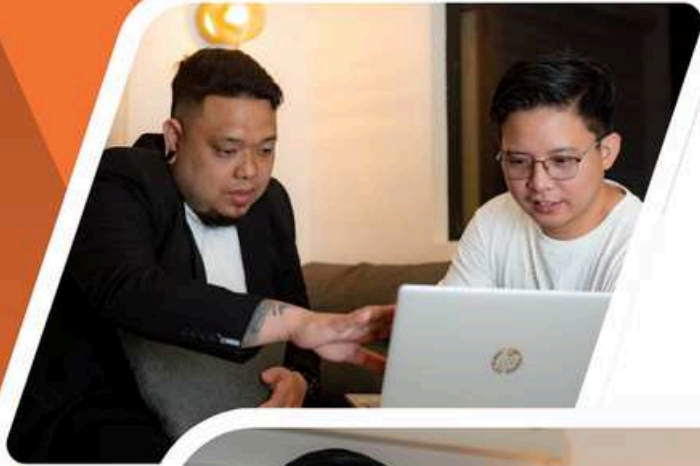
As JCI Mandaue continues to evolve, its Associate Members remain an integral part of its growth. Their unwavering commitment to service and mentorship is a powerful reminder that the impact of a JCI leader extends far beyond their years of active membership.

To the Associate Members who continue to serve despite their age and responsibilities—your dedication is the foundation upon which future leaders stand. JCI Mandaue is stronger because of you.

*Once a Merryman, Always a Merryman.*



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# MERRY MEN ACADEMY

A REVOLUTION OF LEADERS IN THE MAKING

BY JB LELIS BUAL  
2025 VICE PRESIDENT FOR  
ORGANIZATIONAL DEVT.

*"Great leaders do not seek followers;  
they inspire, empower, and  
cultivate new leaders who will  
uplift others in turn."*



**MERRY MEN**  
ACADEMY

**E**very great movement begins with a spark — a single idea that ignites a wildfire of change. For JCI Mandaue, that spark has always been its relentless pursuit of impact, building communities and businesses that inspire hope and transformation. But behind the towering success of every project stands an unseen force — leaders shaped by passion and driven by purpose. And yet, for all the chapter's triumphs, there was a gap — a missing cornerstone in its foundation. A formalized, structured program to mold the very mentors who shape the future. Until now.

This year, the tide turned. The Merry Men Academy was born — not as just another training program, but as a movement. A revolution. A legacy written in fire and vision.

Why now? Because the call for leadership had never been louder. JCI Mandaue has long been a cradle of greatness, producing some of the most celebrated leaders in JCI Philippines — trailblazers like 2021 Area Vice President Eric Smith, 2023 National Treasurer Nike Enriquez, 2024 Commission on Audit Chairperson Atty. Darlon Serenio, and the 2025 Area Skills Development Director .

These leaders rose through grit, sacrifice, and an unyielding commitment to serve. But what if their rise didn't have to be a lonely climb? What if more leaders could rise alongside them, armed with knowledge, honed by training, and emboldened by a shared vision?

*"That's the promise of the Merry Men Academy — a promise of transformation, of multiplying impact, of creating ripples that will surge into waves."*

Spearheaded by the visionary leadership of 2025 Vice President for Organizational Development Jerry Bual, the academy was institutionalized this year with a singular mission: to forge not just leaders, but torchbearers. Trainers who will carry the light of JCI Mandaue's mission far and wide, igniting others to lead, serve, and inspire. This isn't about titles. It's about legacy. It's about service. It's about changing lives.

And the revolution has already begun. In just a short span, the academy has certified 8 powerhouse trainers — each one a force of nature, ready to take the stage and shape the next wave of leaders. But this is only the beginning. With plans to certify even more trainers, the academy is building an unstoppable army of changemakers, visionaries, and mentors.

But numbers are just a whisper of the story. The true heartbeat of the Merry Men Academy lies in its spirit — a fierce belief that leadership is not about power, but about lifting others higher. It's about creating a community where knowledge is shared, passion is contagious, and service is the ultimate goal. This is where leaders are not just made — they are sculpted, refined, and unleashed.

*"The Merry Men Academy isn't just a program — it's a revolution of empowerment,"*

declares VP Jerry Bual.

*"We're not just creating trainers. We're building visionaries, changemakers, and legacy-makers who will shape the future of JCI Mandaue and beyond."*

As JCI Mandaue continues its journey of pushing boundaries and breaking limits, the Merry Men Academy ensures its most enduring legacy will always be its people — empowered, unstoppable, and ready to lead with courage and purpose.

The question remains: Are you ready to rise? Are you ready to lead the revolution?





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# IBP CEBU ANG BAHALA..



THE  
**MARK**  
OF  
**THE MERRY MEN'S**  
**BRAND**

BY MIKE YAPCHING  
2025 LOCAL AWARDS DIRECTOR

*Photographed by* ROBIN LUMAPAS

*“The Merry Men don’t just build a brand—they elevate it, mark it with excellence, and leave a legacy worth remembering.*”

Suits have long been a hallmark of business professionalism and formal elegance, embodying both societal expectations and personal ambition. Timeless and versatile, they exude sophistication, making them the perfect choice for a wide range of occasions—from commanding confidence in a job interview to celebrating love at a wedding.

For the Merry Men of JCI Mandaue, a three-piece suit is more than just a garment; it is a statement, a symbol of identity, and a suit of armor that commands authority. It is a reflection of discipline, camaraderie, and purpose—an unmistakable presence that turns heads and commands respect the moment one steps into a room.

Just as JCI Mandaue’s projects have evolved over its 62-year history, so too has the iconic Merry Men’s suit. However, the emblematic attire seen today finds its roots in the tenure of 2023 National Treasurer Nike Cagulada, who, during his leadership as JCI Mandaue Local Organization President in 2021, established it as a defining symbol of the brotherhood. What was once a mere formality has since transformed into a badge of honor, representing the values and unwavering dedication of those who wear it.

Cloaked in sleek black, accented by a bold red necktie and a striking rose pin, the Merry Men’s suit is far more than just a piece of formalwear—it is a powerful symbol of identity, purpose, and unwavering commitment. Each element of the ensemble carries deep significance. The commanding black represents

“WHAT WAS ONCE  
A MERE FORMALITY HAS  
SINCE TRANSFORMED  
INTO A BADGE  
OF HONOR.”





strength, resilience, and the unbreakable unity among the brotherhood, serving as a reminder of the discipline and dedication required to uphold JCI Mandaue’s legacy. The vivid red, carefully woven into the attire through the tie and rose, is a testament to the relentless passion, purpose, and drive that fuel every Merry Man.

More than just an outfit, this suit is a rite of passage—one that signifies not only an individual’s induction into the brotherhood but also their pledge to lead with purpose and serve with excellence. It is a mantle of responsibility, a mark of leadership, and a beacon of inspiration for those who follow. To wear it is to embody the very essence of JCI Mandaue: a relentless pursuit of progress, a commitment to impact, and a bond that stands the test of time.

The evolution of the Merry Men brand was a meticulous five-year journey, refining its identity into a symbol of unity, purpose, and excellence. While the distinguished black suit remains its most iconic representation, the brand has seamlessly extended into its casual wear, reinforcing its presence beyond formal occasions.

For years, JCI Mandaue’s Local Organization polo shirts were traditionally black and dark blue, blending into the norm. However, under the leadership of President Nike Cagulada, a bold shift to



“THE VIVID RED,  
CAREFULLY WOVEN  
INTO THE ATTIRE  
THROUGH THE TIE  
AND ROSE, IS A  
TESTAMENT TO THE  
OUR PASSION,  
PURPOSE...”



“A LEGACY STITCHED INTO FABRIC... A TESTAMENT TO THE VALUES THAT HAVE SHAPED THE CHAPTER FOR OVER SIX DECADES.”

red was introduced—an intentional move to set the Merry Men apart from other chapters. This striking change not only reinforced the group's distinct identity but also embodied the passion, strength, and unwavering commitment that define its members. Today, whether in a sharp three-piece suit or a vibrant red polo, the Merry Men carry their legacy with pride, ensuring that their presence is felt wherever they go.

Under the leadership of President Josemaria Ylaya III, the Merry Men's signature style expanded with the introduction of the polo barong—an elegant fusion of tradition and modernity. Designed by Mike Yapching, the 2023 Director for Publication, this distinguished piece quickly became a staple in official functions and the chapter's monthly General Membership Meetings, further solidifying the brand's identity.

Crafted with meticulous attention to detail, the polo barong seamlessly blends the formality of a classic barong with the comfort and practicality of a polo, making it the perfect attire for occasions that call for both professionalism and ease. Its defining features—a delicate rose motif embroidered on the collar and striking red buttons—serve as subtle yet powerful emblems of the Merry Men's enduring values: passion, commitment, and excellence.

Through every stitch, every hue, and every carefully chosen detail, the attire of the Merry Men of JCI Mandaue is more than just clothing—it is a legacy stitched into fabric. It tells a story of transformation, leadership, and unwavering dedication, a testament to the values that have shaped the chapter for over six decades. Whether clad in the commanding black suit, the bold red polo, or the distinguished polo barong, each Merry Man wears not just a uniform, but a symbol of purpose and brotherhood.

As the organization continues to evolve, so too will its signature style, ensuring that every generation of Merry Men carries forward a tradition of excellence, impact, and distinction.







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**I**n every JCI chapter, traditions are the pillars that hold the essence of who they are, what they stand for, and the journey they take as a collective. JCI Mandaue is no exception. Over the years, the chapter has created symbolic traditions that mark the sacred moments of Induction and Turnover ceremonies — moments steeped in history, leadership, and brotherhood. These are not mere rituals; they are the very heartbeat of JCI Mandaue, a testament to the legacy that each president and every member carries.

### THE GOLDEN MEDALLION: A HEAVY BURDEN OF RESPONSIBILITY

The most solemn rite in our induction and turnover ceremonies is the official handover of the MerryMen's Presidential Golden Medallion. To the uninitiated, it may seem like just a medallion, a token, a piece of jewelry, but to us, it is far more. It is a symbol of unwavering leadership, an embodiment of our values, and a testament to the unbroken continuity of the chapter's journey.

With every passing year, the medallion's weight grows. It is not just its physical mass that increases; it is the added gold plates, each bearing the name of a past president, that create its tangible burden. As the incumbent president dons the medallion, the weight of this tradition becomes real. With it comes the weight of responsibility — a reminder that one is not just leading a chapter, but guiding a legacy forward.

# THE TRADITIONS THAT Ground Us.

BY KIRBY TAGHOY, LOCAL SKILLS DEVELOPMENT DIRECTOR

*“Traditions are not just passed down; they are lived. Through them, we grow, evolve, and lead—not just as members, but as brothers, changemakers, and a legacy united in purpose.”*



Yet, it is not a burden borne alone. The act of the past presidents passing the medallion one-by-one serves as an eternal bond, a promise of support, and a solidarity that runs deeper than words. As the medallion rests on the shoulders of the new president, so too does the commitment of those who came before. They walk with him, shoulder to shoulder, through the journey of his one-year to lead. It is a humbling moment that reminds each of us that leadership is not a solitary pursuit, but a shared responsibility that transcends time.

### **THE DIAMOND RING: A SYMBOL OF BROTHERHOOD AND UNITY**

Following the conferment of the medallion, another rite takes place — the turnover of the Presidential Diamond Ring, a tradition uniquely held by JCI Mandaue. This is a moment rich in



humility and significance. On his knees, the Immediate Past President (IPP) offers the ring — relinquishing not just his position, but his personal connection to the chapter's leadership.

It is an act of submission and respect, a moment where one leader steps down, and another rises, but never without the promise of support. The transfer of the ring is not only a ceremonial act; it symbolizes the marriage between the president and the chapter, the formal union of the new leader to the organization he now serves. It is a binding moment that signals a future of shared visions, strength, and unwavering brotherhood.

### **THE CHAIR TOSS: TRUST AND THE WEIGHT OF LEADERSHIP**

There is yet another tradition that captures the spirit of our chapter — the

traditional chair toss by the Past Presidents and members of JCI Mandaue. As the newly inducted president takes his place, the ceremonial toss of the chair symbolizes the trust that is placed upon the shoulders of the president by the entire membership. It is a visual representation of the chapter's confidence in its new leader, an affirmation that the weight of leadership is not only held by the president but is shared among all members who form the foundation of the chapter.

This is more than just a chair tossed in the air; it is a moment of unity, of collective strength, and of mutual respect. It represents the belief that the success of the president is the success of every member, and that together, we rise.

### **THE TRADITIONS THAT GROUND US**

These traditions are not just ceremonial; they shape us as individuals and as a chapter. They remind us of the values we hold dear — leadership, brotherhood, humility, and gratitude. Through these rites, we are reminded that JCI Mandaue is not just an organization; it is a family, a legacy, and a journey we take together.

*“Each tradition, whether it’s the medallion, the ring, or the chair toss, binds us closer to our purpose and to each other.”*

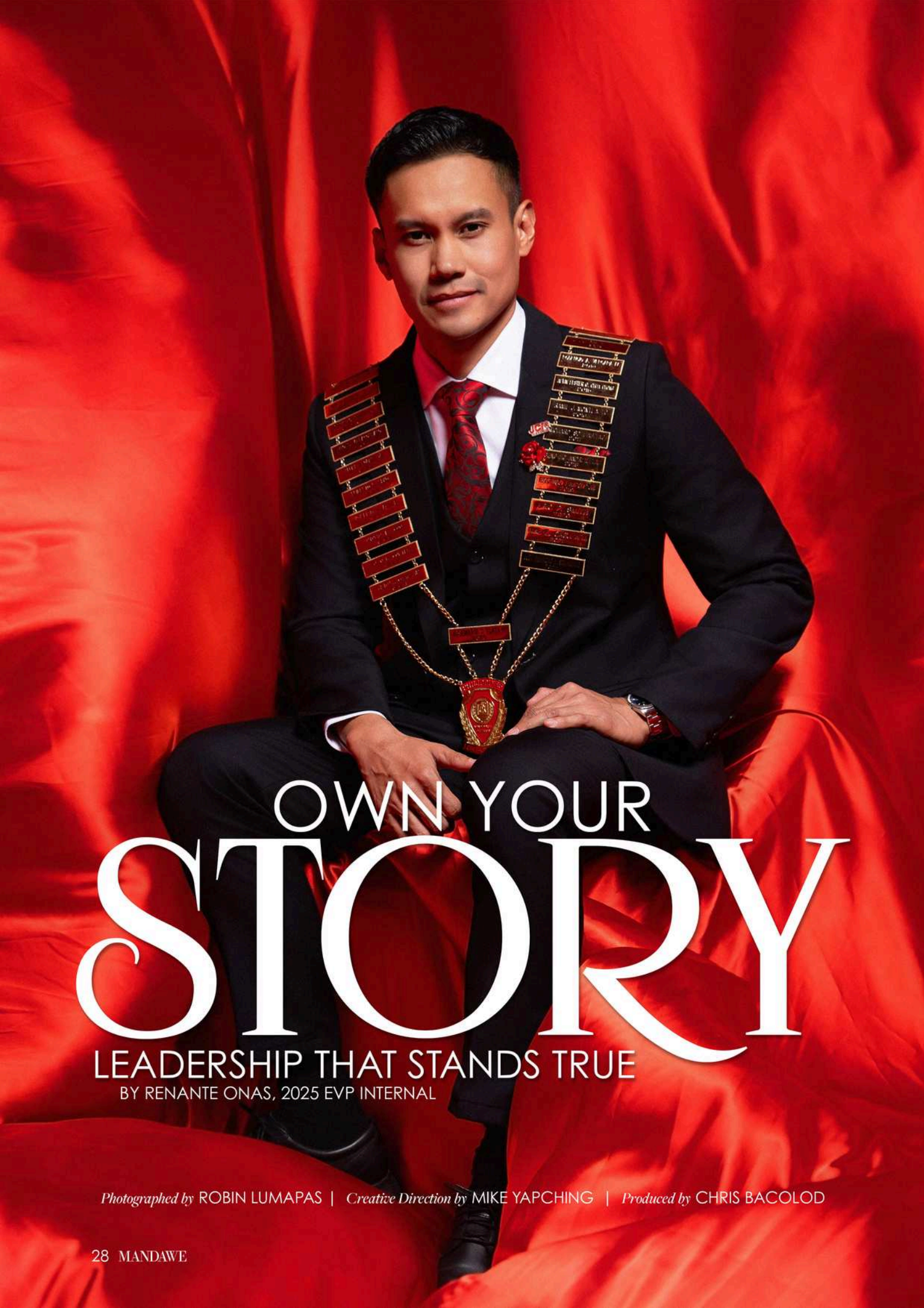
It is through these traditions that we grow, evolve, and continue to make a lasting impact in our community.

At JCI Mandaue, these traditions are not just passed down; they are lived. And in living them, we become the leaders, brothers, and changemakers we are destined to be.





MIKE  
YAPCHING BRIDAL



OWN YOUR  
**STORY**  
LEADERSHIP THAT STANDS TRUE

BY RENANTE ONAS, 2025 EVP INTERNAL

*Photographed by* ROBIN LUMAPAS | *Creative Direction by* MIKE YAPCHING | *Produced by* CHRIS BACOLOD

*“Leadership begins with knowing your core—embracing your truth, and owning your story. Only then can you lead with strength and inspire others to find their own.”*

**I**n a world awash with narratives competing for attention, the power to own your story emerges as one of life's most essential abilities. Each person's story, rich with unique experiences, challenges, and triumphs, is not merely a biography but a profound statement of identity and purpose. Understanding and embracing your narrative—without apology, without fear—is a transformative act. It sets you on the path toward authenticity, resilience, and a deeper connection with your core purpose.

*“Each person's story isn't just a narrative; it's a profound statement of identity and purpose.”*

In leadership, owning your story is empowering—it's essential. Authenticity becomes the cornerstone for genuine influence, resonating far deeper than mere authority or position. This sets the foundation for leadership that truly inspires.

## **LEADERSHIP THAT STANDS ON TRUTH**

True leadership thrives on authenticity. Leaders who acknowledge and embrace their own stories build trust, foster genuine connections, and create lasting impacts. Leadership grounded in truthfulness inspires others not by perfection, but through sincerity, vulnerability, and courage in facing one's realities. Authentic leaders understand their strengths and weaknesses equally, allowing them to lead with empathy and effectiveness. They aren't swayed by external pressures or fleeting trends because their compass is set by truth and integrity.

*“Leadership grounded in truthfulness inspires through sincerity, vulnerability, and courage.”*

Recognizing the importance of authenticity, JCI Mandaue has placed truth at the heart of its identity. The journey towards genuine leadership starts here, by fully embracing who we are as an organization.

## **OWNING OUR JCI MANDAUE IDENTITY**

For JCI Mandaue, the 2025 rallying cry, "This Is How We Do It," goes beyond mere words—it's a powerful affirmation of our collective identity. It encapsulates our culture of authenticity, camaraderie, and innovative leadership. Owning our story as an organization means acknowledging the distinct "ways of the Merry Men," our unique approach to leadership marked by boldness, transparency, and purposeful action. This statement isn't just a catchy slogan—it's a reminder that when we fully understand who we are, we act purposefully, effectively, and with a clarity that resonates deeply within our community.

At the heart of this theme stands the leadership of JCI Mandaue. Each member, especially those in key roles, embodies their own truth, enriching our collective identity with stories that inspire.

**“THIS IS HOW WE DO IT—PURPOSEFUL.”**

## PRESIDENTIAL TRUTHS

For JCI Mandaue's 2025 President, Mark Samuel Uy, leadership meant embracing his truth after a significant pause. Mark Samuel openly shares that pursuing the presidency was an act of reclaiming his purpose.

“My story,” he emphasizes, “is rooted in renewal and resilience. I stepped away briefly, not to retreat, but to recalibrate. During this pause, I gained clarity on my goals, values, and the kind of impact I wanted to leave behind. When the opportunity to lead again emerged, it was clear—I was ready not just to return but to return with purpose. This presidency is more than a role; it's a testament to the power of stepping back to move forward intentionally. My truth is that genuine leadership begins when you're honest about your journey, your pauses, and your comebacks.”

Immediate Past President Kristoffer Yurong speaks candidly of truth as the acceptance of challenges. Yurong notes, “Leadership taught me that truth lies in our willingness to embrace difficulties head-on. Each challenge accepted strengthens the foundation of who we are. During my term, unexpected obstacles emerged, but rather than shy away, I learned to face them directly, transforming each issue into an opportunity. Authenticity isn't about ease—it's about confronting obstacles with clarity, humility, and determination. My presidency taught me resilience and the invaluable truth of persistence.”

*“Genuine leadership begins when you're honest about your journey, your pauses, and your comebacks.”*  
— Pres Sam

These personal truths of leadership flow seamlessly into the experiences and narratives of the board of directors, setting the tone for authenticity throughout the organization.







“..GROUNDED IN  
PRINCIPLES OF  
ACCOUNTABILITY,  
TRANSPARENCY,  
COMPLIANCE,  
AND STRATEGIC  
FORESIGHT.”

# “TRANSPARENCY AS A NON-NEGOTIABLE CORE VALUE, CRITICAL FOR BUILDING TRUST.”

## EXECUTIVE COMMITTEE: ANCHORED IN PURPOSE AND INTEGRITY

At the heart of JCI Mandaue lies a dedicated Executive Committee, whose diverse stories collectively reinforce the core organizational values of purpose, integrity, and servant leadership. Each member brings unique experiences and perspectives, shaping the committee into a strong foundation that guides and sustains the chapter.

## WHAT'S YOUR STORY AND YOUR TRUTH?

Secretary Christian begins by spotlighting the essence of service in leadership. “Stepping into this role meant embracing the profound responsibility of serving others,” he reflects. Christian emphasizes that genuine listening, patience, and proactive engagement form the pillars of effective leadership. His commitment ensures every member feels heard, valued, and understood, thus fostering a supportive and inclusive environment.

Building upon Christian’s foundation, Treasurer Bryle underscores the importance of assertive efficiency. “Leadership requires decisiveness, especially in streamlining processes,” Bryle explains. He firmly believes that accountability and diligent resource management are not merely administrative tasks but fundamental principles that sustain the organization’s long-term health and success. His meticulous approach ensures that every decision reflects

responsibility, strategic foresight, and financial prudence.

Auditor Karl seamlessly connects these themes by advocating for transparency. “My leadership hinges on clear and open actions,” he affirms. Karl views transparency as a non-negotiable core value, critical for building trust both within and outside the organization. His careful audits and clear communication reinforce the integrity of JCI Mandaue, demonstrating that openness and honesty are essential leadership qualities.

LED Dryx expands the narrative further by emphasizing compliance and integrity. “My dedication is to uphold integrity rigorously,” Dryx says confidently. For him, alignment with organizational principles and adherence to established standards are critical for credibility. Dryx ensures policies are consistently implemented and ethical standards upheld, establishing an environment of reliability and steadfast trustworthiness.

Finally, Legal Counsel Atty. Mike offers strategic foresight and legal vigilance. “My role involves protecting our organizational integrity and legal principles,” Mike articulates. Through his attentive guidance and preventive approach, Mike proactively addresses potential legal challenges, ensuring that the chapter remains robust, compliant, and reputable. His wisdom safeguards the organization’s sustained credibility.

Together, these leaders exemplify a cohesive vision for JCI Mandaue, grounded in principles of accountability, transparency, compliance, and strategic foresight. Their unified dedication cultivates an environment of trust, integrity, and continuous improvement. Guided by decisiveness, openness, ethical rigor, and legal prudence, the chapter confidently moves forward, strengthening its foundation and ensuring sustained success. These define the essence of effective leadership at JCI Mandaue, shaping a legacy of enduring excellence.

## **INTERNAL TEAM: STRENGTHENING FROM WITHIN**

At JCI Mandaue, the Internal Team plays a vital role in shaping the organization's direction and ensuring its growth. Led by Executive Vice President for Internal Affairs Rey, this team focuses on empowering members and driving the chapter forward. Their collective work ensures a thriving community where each individual contributes to the organization's success.

### **WHAT'S YOUR STORY AND YOUR TRUTH?**

Executive VP Rey anchors the internal team's narrative around efficiency. "Efficiency is critical to impactful leadership," Rey affirms. His approach is methodical and strategic, continuously refining processes and procedures to ensure the organization achieves optimal results. Rey consistently seeks opportunities for improvement, ensuring that every activity aligns with the broader vision and objectives.

VP Chen complements this by emphasizing the critical role of membership engagement and development. "Membership development is about deeply understanding and authentically connecting with people," Chen explains passionately. For him, leadership involves fostering a culture of belonging, where each member feels genuinely connected, valued, and empowered to contribute meaningfully to organizational goals.

VP JB continues the narrative by stressing the importance of clarity and adaptability in organizational growth. "My leadership is defined by constant improvement," JB shares. He believes that clear communication, streamlined processes, and agile leadership are key to maintaining organizational effectiveness. JB actively identifies areas for enhancement, promoting a culture that welcomes innovation, agility, and continuous evolution of handling any challenge that comes its way.

**“EFFICIENCY IS CRITICAL TO IMPACTFUL LEADERSHIP”**

Kirby, responsible for training, deepens this internal narrative by highlighting education's transformative power. "Empowering members through training is my core mission," Kirby emphasizes. He passionately advocates continuous learning, providing training and development opportunities that equip members with essential skills and knowledge. Kirby's leadership ensures that personal growth directly translates into stronger, more capable organizational leadership.

Completing the internal team's story, LAD Mike underscores the power of acknowledgment and celebration. "Recognition isn't just motivational—it's essential," Mike insists. He strongly believes that celebrating achievements creates momentum, inspires excellence, and nurtures a culture of high performance. Mike's leadership ensures accomplishments, both big and small, are consistently recognized and celebrated, fueling sustained motivation and commitment.

Ultimately, the Internal Team ensures that JCI Mandaue is a thriving organization, continuously strengthened from within.

**“MY LEADERSHIP IS DEFINED BY CONSTANT IMPROVEMENT.”**



“JCI MANDAUE  
IS A THRIVING  
ORGANIZATION,  
CONTINUOUSLY  
STRENGTHENED  
FROM WITHIN.”



“LEADERSHIP HERE  
IS NOT MERELY  
PRACTICED  
—IT’S EMBODIED.”

## EXTERNAL TEAM: EXPANDING OUR REACH AND IMPACT

The External Team of JCI Mandaue serves as the organization's ambassadors, extending its influence beyond internal boundaries and forging meaningful connections that create tangible, lasting impacts. This team exemplifies courage, community engagement, strategic collaboration, and clear communication to maximize external influence and amplify JCI Mandaue's legacy.

### WHAT'S YOUR STORY AND YOUR TRUTH?

EVP Jay Sanciangco boldly steps into external affairs, driven by a profound commitment to personal and organizational growth. "True growth involves navigating unfamiliar territories," Jay reflects thoughtfully. He believes that authentic leadership requires courage, resilience, and openness to new experiences. Jay's leadership exemplifies how stepping outside comfort zones fosters innovation, broadens perspectives, and strengthens organizational influence.

Complementing Jay, VP Jess demonstrates a heartfelt commitment to impactful community service. "Understanding community needs and serving genuinely is my leadership truth," Jess affirms sincerely. His approach involves actively engaging with communities, listening deeply, and responding empathetically. Jess ensures the organization's service initiatives meaningfully address community challenges, improving lives through authentic, transformative actions.

**“TRUE GROWTH INVOLVES NAVIGATING UNFAMILIAR TERRITORIES.”**

**“OUR IDENTITY MUST RESONATE AUTHENTICALLY.”**

VP Peter Paul builds upon this narrative by emphasizing economic empowerment through strategic business collaborations. "Sustainable Partnerships build stronger businesses," Peter Paul insists. His leadership focuses on developing mutually beneficial partnerships, fostering entrepreneurship, and driving sustainable economic growth. Peter Paul ensures JCI Mandaue is a catalyst for strengthening the local economy and supporting entrepreneurial ventures.

VP Reniel further enriches this narrative by highlighting the importance of impactful partnerships and authentic connections. "Genuine collaborations are foundational to our external success," Reniel emphasizes earnestly. He prioritizes building and maintaining strategic relationships, leveraging collective strengths to amplify impact. Reniel's commitment ensures JCI Mandaue remains influential, connected, and purpose-driven in its external engagements.

Finally, VP Chris highlights the necessity of powerful branding and clear communication. "Our identity must resonate authentically," Chris explains. His leadership ensures that JCI Mandaue's message is clear, cohesive, and impactful.

Our identities are deeply interwoven with our leadership. Embracing who we are individually and collectively empowers us to lead authentically and purposefully. "This Is How We Do It" is our commitment to living truthfully, leading authentically, and impacting genuinely. Leadership here is not merely practiced—it's embodied, defined by truths that resonate and stories worth sharing.



“RECOGNIZING  
THE IMPORTANCE  
OF AUTHENTICITY,  
JCI MANDAUE  
HAS PLACED TRUTH  
AT THE HEART  
OF ITS IDENTITY.”



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IN THE FOLD:

*“Batch 62 steps forward, ready to embrace the bond,  
the purpose, and the journey of the Merry Men”*

*Photographed by* ROBIN LUMAPAS







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BY JAY SANCIANGCO  
2025 EXECUTIVE VICE PRESIDENT - EXTERNAL AFFAIRS  
*Photographed by SERAFIN GESON III*

Making  
**History:**  
The  
**Golden**  
**HARVEST**

*“As the cornfields of Camotes Island yield their golden harvest, so too do the farmers reap the benefits of modernization—where tradition meets innovation, and dreams take root in the soil of progress.”*

**T**he northern part of Cebu has long been steeped in traditional farming, with corn cultivation as one of its primary agricultural activities. This method, while deeply ingrained in the region's history, has remained labor-intensive, requiring significant human effort from planting to harvesting. The closure of sugarcane plantations in recent years has further emphasized the urgency of recalibrating livelihood strategies for these farming communities, pushing them toward modernization and sustainable practices.

For many farmers, the challenges of manual corn farming have limited their productivity and economic opportunities. With climate uncertainties and increasing labor costs, the need for mechanization has become more apparent. Modernizing farming methods is not just about convenience—it is a critical step toward ensuring food security, improving efficiency, and ultimately securing a better future for agricultural workers in Cebu.

### **MECHANIZATION: TRANSFORMING TRADITIONAL FARMING**

The introduction of mechanization in farming, particularly in corn production, has proven to be a game-changer. With the advent of modern equipment such as combined harvesters and automated irrigation systems, farmers can now accomplish tasks that previously took days in just a matter of hours. This transformation has significantly reduced manual labor requirements, minimized crop losses, and improved the overall yield quality.

One of the primary advantages of mechanized farming is its ability to streamline the harvesting process. Traditional corn harvesting typically involves a five-phase operation—which can take an entire day for a single hectare. With

mechanized harvesting, this process is completed within one to two hours, allowing farmers to maximize their productivity and allocate their time to other critical farming tasks.

### **MAISANG PANGARAP**

Recognizing the pressing need for agricultural modernization, JCI Mandaue launched Maisang Pangarap, a JCI RISE initiative designed to empower local farmers through mechanization and sustainable agricultural practices. The name Maisang Pangarap holds a profound meaning—derived from “Maisang,” which represents corn and the concept of singularity or unity, and “Pangarap,” which translates to “Dream.” This initiative embodies the aspiration of creating a more efficient, prosperous, and sustainable farming industry in Cebu.

The project reached a significant milestone in Camotes Island, where around 400 farmers were directly impacted. Together, they witnessed and participated in the first-ever mechanized corn harvesting demonstration in the area, covering over 5,000 square meters of cornfields and yielding an impressive 3,500 kilograms of corn kernels. This event not only showcased the efficiency of mechanization but also provided farmers with firsthand experience of its benefits, inspiring them to embrace modern farming techniques.



## MAKING HISTORY

JCI Mandaue, in collaboration with Ford Tractor Philippines, made history on Camotes Island by introducing the first demonstration of a combined corn harvester. This historical event proved that what once took an entire day of grueling labor could now be completed in a fraction of the time—just one to two hours. The integration of advanced agricultural machinery not only optimized efficiency but also set a precedent for future farming developments in the region.

By equipping farmers with knowledge and access to modern equipment, Maisang Pangarap paves the way for increased agricultural productivity. The project highlights the importance of continuous innovation and adaptation in farming, ensuring that local farmers remain competitive in an evolving industry.

## BEYOND MECHANIZATION: EMPOWERING FARMERS HOLISTICALLY

Beyond introducing modern farming equipment, Maisang Pangarap also incorporated essential capacity-building initiatives. Farmers participated in seminars and discussions covering financial and business literacy, organizational development, and mental health awareness. These additional components aimed to provide them with the necessary tools not only to enhance their farming practices but also to develop sustainable business models and improve their overall well-being.

Understanding the financial aspects of farming is crucial for long-term success. By equipping farmers with business acumen and strategies for market engagement, they are better positioned to scale their operations and achieve economic stability.

## THE GOLDEN HARVEST: A FUTURE BUILT ON HOPE AND PROGRESS

Maisang Pangarap stands as a beacon of hope and progress for Cebu's agricultural sector. Through mechanization, financial education, and knowledge-sharing, JCI Mandaue has laid the groundwork for a



future where farmers are not just surviving but thriving. The initiative exemplifies the transformative power of collaboration and technology, proving that tradition and innovation can coexist to create a sustainable and prosperous farming industry.

As the cornfields of Camotes Island yield their golden harvest, so too do the farmers reap the benefits of modernization. With continued support and innovation, Maisang Pangarap ensures that their dreams of a better, more efficient agricultural future are not just aspirations, but realities in the making. Together, JCI Mandaue and its partners are not only making history—they are cultivating a legacy of growth, resilience, and sustainable success.

A man with dark hair, wearing a black suit jacket, a white shirt, and a red tie, is smiling and looking slightly to the right. He has a white pocket square in his jacket and a small red and white pin on his lapel. The background is a plain, light gray color.

**KUYA JESS**  
**LEADERSHIP**

# HeKaSi for Gen Alpha:

BY JESS ANTHONY DELA CRUZ  
2025 VICE PRESIDENT FOR COMMUNITY DEVT. Photographed by ROBIN LUMAPAS  
& JAMES BENAVENTE

*“For millennials, HeKaSi helped shaped our understanding.  
Now, we pass the torch to the next generation,  
keeping its lessons and legacy alive.”*

**T**he Philippines is facing a growing literacy crisis, particularly among the youngest generation—Gen Alpha. Studies have shown that reading comprehension among Filipino children has declined over the years, with the pandemic further exacerbating the problem. The Department of Education has acknowledged that many children struggle with basic reading skills, making it more difficult for them to grasp other subjects effectively. This decline raises a pressing question: how do we reignite the love for reading in today’s digital-driven youth?

For JCI Mandaue millennials, the solution lies in something deeply nostalgic—HeKaSi.

## **THE NOSTALGIA OF HEKASI: A MILLENNIAL’S CHILDHOOD MEMORY**

For many millennials who grew up in the Philippine education system, HeKaSi—short for Heograpiya, Kasaysayan, at Sibika—was a cornerstone of elementary school learning. It was more than just a subject; it was a journey through Philippine geography, history, and civic responsibility.

HeKaSi taught us about the majestic landscapes of the country, the bravery of our national heroes, and the values of being a good Filipino citizen. It was through these lessons that we developed a deep sense of patriotism and appreciation for our cultural heritage. Whether it was memorizing provinces and their capitals, reenacting historical events, or learning about our responsibilities to the community, HeKaSi played a role in shaping our understanding of the nation and our place in it.

## **HEKASI BASA: THE LOVE FOR READING & LEARNING**

JCI Mandaue recognizes the importance of rekindling the love for reading in young learners. HeKaSi Basa is an initiative that introduces children to reading through engaging, meaningful stories while subtly incorporating geography, history, and civic awareness—much like how HeKaSi did for millennials.

As of March 2025, HeKaSi Basa has successfully reached 100 children from two key communities in Mandaue: Barangay Umapad (Butuanon Cluster) and Barangay

# Millennial Nostalgia



Jagobiao (Kadagatan Cluster). These areas were chosen because of their unique geographical and social challenges, making them ideal settings for our tailored storytelling approach.

## STORYTELLING THAT RESONATES: ADVENTURES OF MAYA

To make reading more engaging for kids, JCI Mandaue has developed storybooks centered around a relatable character named Maya. Her adventures allow children to explore important topics in a fun and imaginative way while also promoting environmental and civic consciousness.

- “*Maya and the Mangroves*” – Created for the children of Barangay Jagobiao, this story highlights the importance of mangroves in coastal ecosystems. Through Maya’s adventure, kids learn about their local geography and the crucial role of environmental preservation.

- “*Maya and the Magic Broom*” – Designed for the kids of Barangay Umapad, this story is particularly special as it revolves around Mandaue Green Learning Park, an area that was once a dumpsite. The story emphasizes cleanliness, civic involvement, and the transformation of a community through collective effort.

Aside from storytelling, the initiative also promotes self-expression. The books are



designed as coloring books, allowing children to interact with the story in a personal and creative way. This hands-on approach fosters a deeper connection with reading and encourages kids to imagine themselves as part of the narrative.

### **BRIDGING THE GENERATION GAP: MILLENNIALS REACHING OUT TO GEN ALPHA**

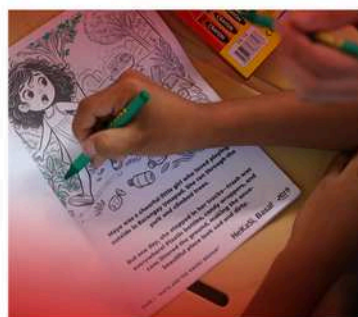
The essence of HeKaSi Basa goes beyond literacy—it is about bridging generations. As millennials who once cherished HeKaSi in our early school years, we now pass on that love for knowledge to Gen Alpha in a way that suits their world. The digital era may have changed the way children learn, but the magic of storytelling remains timeless.

By reviving the values of HeKaSi, JCI Mandaue ensures that

*“The younger generation grows up with the same sense of curiosity, patriotism, and civic responsibility that shaped us.”*

In doing so, we create a lasting impact—not just in literacy, but in fostering a new generation of young Filipinos who are aware of their roots, their environment, and their role in shaping the future.

Through HeKaSi Basa, we don't just teach kids to read—we teach them to dream, to explore, and to believe in the power of knowledge. And in that shared journey, we bridge the past and the present, ensuring that the love for learning continues to thrive across generations.





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A young boy in a green shirt is holding a smiling baby in an orange shirt. The background is a blurred indoor setting with other people and green chairs.

# OUR LOVE LETTER IN ACTION

BY CHRISTIAN CASTILLANES  
2025 DIRECTOR FOR RECRUITMENT

*Photographed by* JAMES BENAVENTE

*“Love is not just a feeling—it is a force. It echoes in every act of kindness, every hand extended in care, and every life forever changed. True love is not merely spoken; it is boldly lived.”*



## LOVE IN ACTION: BEYOND WORDS

Beyond words, love is expressed in actions—through gestures that nurture and uplift. The concept of love languages, popularized by Dr. Gary Chapman, suggests that people express and receive love in different ways: words of affirmation, quality time, receiving gifts, acts of service, and physical touch.

Acts of service, one of the most powerful love languages, is at the heart of what JCI Mandaue does. We believe that love is best demonstrated by doing something meaningful for others—especially for families who may not have access to essential health services. Love is not just whispered in affectionate words; it is seen in the healing of a sick child, the relief in a mother's eyes, and the comfort given to the elderly. Labyu Langga is our way of turning love into a tangible reality for families who need it most.

**L**ove is a language that speaks in many forms, and in the Philippines, it echoes through the sweet melodies of endearments. From "Mahal" to "Darling," "Honey" to "Sweetheart," these terms of affection capture the warmth we feel for our loved ones. Some express it as "Irog," "Babe," or even the playful "Lab," each carrying a different depth of affection. But in the Visayas, one word stands out—"Langga." Short for "Palangga," it means "beloved" or "dear," a term that carries the tenderness of care and devotion unique to our culture.

Love is not just about words—it is about the way we make others feel cherished. It is in the meals we cook, the sacrifices we make, and the small gestures that show how much we care. Love is a force that binds families and strengthens communities, and in JCI Mandaue, we translate this love into action through our initiative: Labyu Langga.



## **LABYU LANGGA: OUR LOVE LETTER IN ACTION**

Families play a vital role in shaping society, and when they are healthy, communities become stronger. More than just a public health initiative, Labyu Langga embodies our commitment to nurturing families by providing essential healthcare services, addressing medical concerns, and fostering an environment where love is felt through genuine care and support.

In February 2025, JCI Mandaue organized its biggest *Labyu Langga* event yet, reaching over 500 beneficiaries in Barangay Subangdaku, Mandaue City—an area prone to floods. The initiative also extended aid to neighboring barangays such as Looc, where fire incidents frequently disrupt lives. More than 15 essential health services were provided, benefiting children, parents, and the elderly alike.

Through *Labyu Langga*, we ensured that every family member, from the youngest to the eldest, received proper healthcare. The program catered to children with activities like malnutrition screening, deworming, dental care, and free vitamins to support their overall growth. Parents and adults benefited from hypertension and sugar clinics, medical consultations, bone and hemoglobin screenings, and HIV testing. Preventive care services such as immunization, maintenance medications, and mobile clinic diagnostics were also made available. For all ages, the event promoted physical wellness through radio calisthenics and therapy aid, reinforcing the importance of an active lifestyle.

The smiles of children getting their first medical checkup, the relief of a grandmother receiving much-needed medication, and the gratitude of a father learning how to manage his health—all these moments embody what *Labyu Langga* stands for. It is not just about





providing medical aid; it is about showing love through action, care, and service.

Through *Labyu Langga*, we recognize that health is a fundamental right, and by making it accessible to families in underserved communities,

*“We ensure that love is not just felt in words but lived through compassionate service.”*

The initiative fosters resilience, reminding communities that they are not alone, that there is an entire network of people who care, and that love can be found even in the most unexpected places—like a doctor’s visit, a free checkup, or a wellness consultation.

### THIS IS HOW JCI MANDAUE LOVES

Love is more than a fleeting emotion; it is a movement, a force that drives people to care for one another. For JCI Mandaue and

the Merry Men, love is expressed through action—through every medical service provided, every hand held in reassurance, and every life impacted by *Labyu Langga*. Love is in the quiet dedication of volunteers, in the unwavering support of partners, and in the communities that continue to thrive because they know they are not forgotten.

*Labyu Langga* is more than just a project—it is a legacy of love, ensuring that every family we touch knows they are valued, supported, and, most of all, loved. This is how JCI Mandaue expresses love—not just in words, but in service, in impact, and in action. This is *Labyu Langga*.



# RABIES BUSTER ANIMAL BITE CENTER

*"Vaccinating people against Rabies since 2019"*



### **RB ABC (Rabies-Buster Animal Bite Center) - CEBU CITY BRANCH**

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Monday - Sunday: 8AM to 7PM  
rbabc.cebucity@gmail.com  
0905 440 6971 | (032) 517 6658

### **RB ABC (Rabies-Buster Animal Bite Center) - MINGLANILLA CEBU BRANCH**

2nd Floor, Sellich Building, Cebu South Road Corner Kingswood Street, Barangay Linao, Minglanilla, Cebu  
Monday - Sunday: 9AM to 7PM  
rbabc.minglanillacebu@gmail.com  
0962 496 2339 | (032) 253 3603

### **RB ABC (Rabies-Buster Animal Bite Center) - ORMOC CITY BRANCH**

Anubing St, Brgy. Punta, Ormoc City, Leyte  
Monday - Friday: 8AM to 5PM  
Saturday - Sunday: 9AM to 3PM  
rbabc.ormoccity@gmail.com  
0906 171 9180

### **RB ABC (Rabies-Buster Animal Bite Center) - LAPU-LAPU CITY BRANCH**

Unit 308, Mondejar Building, City Hall Road, Pusok, Lapu-Lapu City, Cebu  
rbabc.lapulapucity@gmail.com  
0915 092 2877

### **RB ABC (Rabies-Buster Animal Bite Center) - MANDAUE CITY BRANCH**

2nd Floor, Jomabo Building, P. Burgos St, Centro, Mandaue City, Cebu  
Monday - Sunday: 9AM to 7PM  
rbabc.mandauecity@gmail.com  
0954 348 4077 | (032) 239 2786

### **RB ABC (Rabies-Buster Animal Bite Center) - TALISAY CITY BRANCH**

Stall No. 6, Krystal Mall, San Isidro, Talisay City, Cebu  
rbabc.talisaycity@gmail.com  
0962 146 7448

### **RB ABC (Rabies-Buster Animal Bite Center) - TUBIGON BRANCH**

Ground Floor, JRB Building, Potohan, Tubigon, Bohol  
rbabc.tubigon@gmail.com  
0952 586 0465

### **RB ABC (Rabies-Buster Animal Bite Center) - TAGBILARAN CITY BRANCH**

2/F, Pamugas Building, J.A. Clarin Street, Dampas, Tagbilaran City, Bohol  
rbabc.tagbilarancity@gmail.com  
0954 324 2276

### **RB ABC (Rabies-Buster Animal Bite Center) - LILOAN CEBU BRANCH**

Ground Floor, FJ88 Lighthouse Central, P. Pagatpat, Poblacion, Liloan, Cebu  
rbabc.liloancebu@gmail.com  
0966 661 0927

### **Services Offered:**

- Anti-Rabies Vaccine (ARV)
- Equine Rabies Immunoglobulin (ERIG)
- Human Rabies Immunoglobulin (HRIG)
- Anti-Tetanus (TT)
- Tetanus Immunoglobulin (TIG)

*“Mandaue’s last green haven stands on the edge of time,  
and JCI Mandaue vows to help protect it—  
so that generations yet to come may still walk its paths,  
breathe its air, and witness its enduring life.”*

The Last Green Haven:

OUR  
**PROMISE**  
TO  
**PROTECT**

BY DWIGHT MOZO, 2025 LOCAL EXECUTIVE DIRECTOR  
*Photographed by* ROBIN LUMAPAS & JAMES BENAVENTE

**D**id you know that the mangrove area in Mandaue City is the last remaining forest in the city? In a city known for its rapid industrialization, this vital natural resource stands as a reminder of the importance of conservation amidst development. While the city has seen rapid urban growth, the mangrove forest remains a priority for the Mandaue City Agricultural Office, which is dedicated to its protection and restoration.

The mangrove areas, which span two patches in the northern and southern parts of the city, play a crucial role in the lives of eight coastal barangays. These areas are not just important for biodiversity but also vital for community protection. As part of the city's plans, the 72 hectares of mangrove areas are being developed into an eco-tourism site, further emphasizing the balance between development and conservation.

### **SAGOP BAKHAW**

Now in its fifth year, Sagop Bakhaw is an initiative led by JCI Mandaue focused on restoring and protecting Mandaue's coastal mangrove areas. The goal of the program is to revitalize the mangrove ecosystem and ensure its long-term sustainability.

Through the efforts of the project, a total of 1,000 Miyapi seedlings have been planted in the coastal barangays of Umapad and Jagobiao. These seedlings are carefully chosen for their ability to thrive in harsh coastal conditions, ensuring a higher survival rate and contributing to the overall health of the mangrove ecosystem. The project has received support from JCI Regatta, STOLT Tankers, and several individual sponsors, all of whom have played a significant role in its success.





## SAVING MANDAUE'S OLDEST MANGROVES

Another key focus of Sagop Bakhaw is the preservation of rare and endangered mangrove species. In Barangay Basak, JCI Mandaue has been actively monitoring the ICU (Intensive Care Unit) area, home to the kalumpinay mangroves. These century-old trees are facing increasing threats, and their preservation is essential for maintaining the biodiversity of Mandaue's coastal ecosystem.

Through careful monitoring and conservation efforts, Sagop Bakhaw is helping to ensure that these ancient mangroves continue to thrive, safeguarding a part of Mandaue's natural history. The work being done here is not only about protecting a species but also about preserving a critical piece of the ecosystem for future generations.

## A COMMUNITY'S VOICE

Beyond environmental efforts, Sagop Bakhaw aims to foster a deeper connection between the mangroves and the local community. The initiative is not just about planting trees but also about understanding and addressing the needs of the people who depend on the mangroves for their livelihoods.

By holding dialogues with local fisherfolk, JCI Mandaue has gained insight into the challenges faced by these communities. From declining fish populations to the effects of climate change, the local communities' concerns are an essential part of the solution. Through collaboration with the Mandaue City Agriculture Office, the program has also been working on a Mangrove Capacity Development Plan that aims to balance environmental conservation with the needs of the people.

## RISE UP BAKHAW

The success of Sagop Bakhaw is a result of collaboration — between JCI Mandaue, local communities, government offices,





and sponsors. This initiative has grown from a small environmental effort into a multifaceted project that addresses the environmental, economic, and social aspects of conservation.

*“JCI Mandaue is committed to not only planting and preserving mangroves but also ensuring that the people of the coastal barangays benefit from the project in tangible ways.”*

By working together, the program is creating a model for sustainable development that other communities could follow. As the initiative continues to grow, the impact on both the environment and the community will only increase.

While the work is far from over, the progress made so far shows that balancing development with conservation is not only possible but necessary. By protecting the mangrove ecosystem, JCI Mandaue is

helping to secure a healthy and vibrant coastal community for future generations. Sagop Bakhaw is more than an environmental project; it is a step toward sustainable growth where nature and community thrive together. This is Mandaue’s last green haven, and JCI Mandaue is committed to preserving it for the generations to come.

# PROTECT WHAT MATTERS MOST.

I've seen how quickly life can change. The real question is—**are you prepared?**

A solid plan protects your dreams and the people you love. Let's secure your future today.



Life Insurance



Critical Illness



Accident



Investment

**Sandra Layno**

Unit Manager

Licensed Financial Advisor

Pru Life UK





When you think of JCI Mandaue, the words “merry” and “fun” are sure to come to mind. As one of the most vibrant and lively chapters, we make sure that all of our initiatives stay true to the fun-loving spirit that defines us. And what better way to bring together fitness enthusiasts, people looking for a good time, and the Mandaue community than through a playful twist on a classic concept? Enter Crush & Burn: Find Your Fitness Flame—a dynamic fundraising event in partnership with F45 Cebu.

### A TWIST ON SPEED DATING WITH A FITNESS FLAIR

This event wasn’t just about working up a sweat—it was all about making connections, finding your fitness match, and supporting a cause that matters. Inspired by the speed dating format, Crush & Burn offered a unique opportunity for participants to meet, mingle, and, most importantly, break a sweat together. In true

# THE FUN DRAISING: MERRY WAY

BY JOHN REY CALVA  
DIRECTOR FOR FUND GENERATION

*“The merry-making never stops—it grows bigger, bolder, and more exciting, even when we’re rallying for causes that truly matter!”*

Merry Men fashion, the event was designed to be both fun and impactful.

With over 30 participants, the energy was electrifying as individuals paired up and dove into a series of high-energy workouts, pushing themselves to new limits. And of course, there was more to the experience than just the workout. Between each workout, participants were asked to answer trivia questions, providing an extra layer of interaction as they got to know their workout partners. With every question and every set of squats or lunges, participants shared laughs, learned fun facts, and found themselves building bonds that went beyond the gym floor.

### FINDING YOUR FITNESS FLAME IN THE AGE OF WELLNESS

This concept of “finding your fitness flame”—it’s the perfect fit for the fitness era we live in. In a world where health and wellness are becoming increasingly important, Crush & Burn served as a reminder that fitness is not just about strength, but also about building connections that fuel your motivation and growth. As our participants discovered, sometimes the spark you need to keep moving forward comes from someone else cheering you on, sweating alongside you, and sharing in the journey.

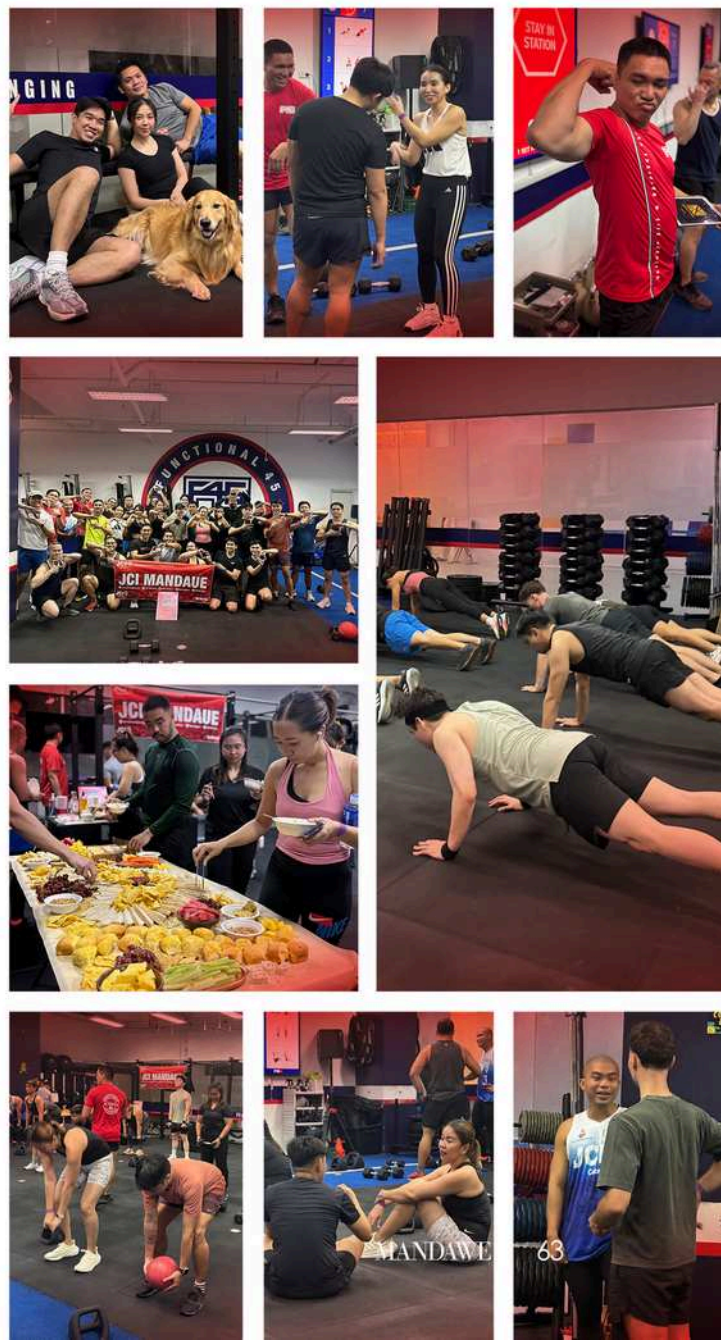
### A CAUSE THAT WARMS HEARTS

As the event unfolded, participants burned more than just calories—they were also contributing to a cause that makes a real difference. All proceeds from Crush & Burn went towards supporting Labyu Langga, a public health initiative of JCI Mandaue focused on promoting healthier families and stronger communities. This initiative aims to address public health concerns and provide resources that empower individuals and families in need. By participating in Crush & Burn, everyone not only got a good workout but also made an impact in the lives of others.

At the end of the day, Crush & Burn was more than just a fundraising event—it was a testament to the spirit of JCI Mandaue. It

showed that even in the most intense workout sessions, we can still have fun, make meaningful connections, and work together toward a common goal. As always, the Merry Men of JCI Mandaue proved that when we come together, we can create something truly special, both for ourselves and for our community.

So, here’s to all the new connections made, the fitness flames kindled, and the fun that was had. Crush & Burn wasn’t just a workout—it was a celebration of everything that makes JCI Mandaue the merry chapter that it is. Because when it comes to JCI Mandaue, the merry-making never stops!



# CEBU IPIRUN 2025

# 05.25.25

SM SEASIDE CITY

**5K**  
PHP 750

**10K**  
PHP 1,000

**16K**  
PHP 1,200

**21K**  
PHP 1,350



**REGISTER NOW!**



# BEYOND BORDERS

BY RENIEL FLORES  
2025 VICE PRESIDENT FOR LINKAGES

*“In today’s interconnected world,  
the opportunity for growth and  
collaboration knows no boundaries.”*

**J**CI Mandaue has embarked on a powerful journey, one that embraces the strength of international cooperation. Through the Bridging Beyond Borders initiative, we are not only linking with JCI chapters worldwide, but we are also nurturing a brotherhood that knows no national boundaries. Together, we are creating a global network of change-makers, all committed to building a better tomorrow.

At the core of JCI’s international efforts lies the belief that we, as leaders, have the power to unite and create a world filled with endless possibilities. Bridging Beyond Borders is more than a mere alliance; it’s a shared vision. This vision empowers every member to contribute to impactful projects that leave a lasting imprint. With each connection across nations, JCI Mandaue is strengthening its influence, expanding its perspective, and leading a legacy of unity.



From top to bottom: JCI Manchester (UK), JCI Kootenay (Canada), JCI Tétouan (Morocco), JCI Metro Zimbabwe (Zimbabwe), JCI Houston International (USA), JCI Kadıköy (Turkey), and JCI Mandaue (Philippines).

One of the most profound aspects of this initiative is that it recognizes that the brotherhood of men transcends the sovereignty of nations. In a world often divided by political and cultural differences, JCI offers a sanctuary where these walls are torn down. Here, we rise above the limitations of geography, focusing on the power of collaboration. Our work is defined not by borders, but by shared values of leadership, innovation, and sustainable development.

## BREAKING BOUNDARIES

The opportunities unlocked by this initiative are limitless. Through Bridging Beyond Borders, JCI Mandaue has connected with four incredible JCI chapters across the globe: JCI Kadiköy (Turkey), JCI Tétouan (Morocco), JCI Manchester (UK), JCI Metro Zimbabwe (Zimbabwe), JCI Houston International (USA), and JCI Kootenay (Canada). These alliances have opened doors to knowledge exchange, best practices, and the creation of sustainable initiatives that will benefit our communities for generations.

This collaboration has enriched JCI Mandaue's own programs. By sharing knowledge, we've adopted innovative approaches to planning and execution. The best practices from our international counterparts have been invaluable in refining our leadership strategies and improving organizational growth. These ideas help us craft initiatives that are not only globally relevant but also culturally attuned to our community's needs.

## THE FUTURE IS OURS

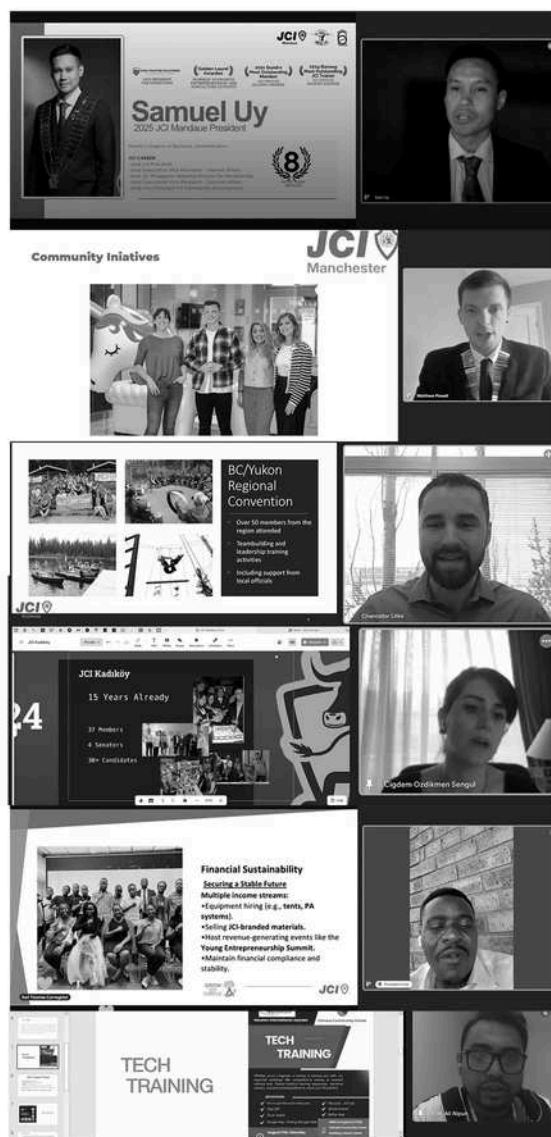
The true power of this initiative lies in its ability to create lasting change. Through collaboration, we can implement more effective and sustainable programs. These global partnerships provide a platform for greater impact in our local communities, allowing us to adapt successes from other regions to fit our unique context.

Bridging Beyond Borders also emphasizes the beauty of cultural

exchange. As we collaborate, we gain not just insights into leadership and program development, but also into each other's cultures, values, and traditions. This exchange fosters mutual respect and understanding, uniting us in a global community where every voice is valued.

What makes Bridging Beyond Borders so impactful is the realization that we are part of something far greater than ourselves. Each connection, conversation, and shared goal strengthens the very fabric of JCI Mandaue and its place in the global network.

Let this initiative remind us that when we break down our differences and connect with the world, the possibilities are limitless.



# PRES. LOLONG:

## A LEGACY OF LEADERSHIP AND BROTHERHOOD

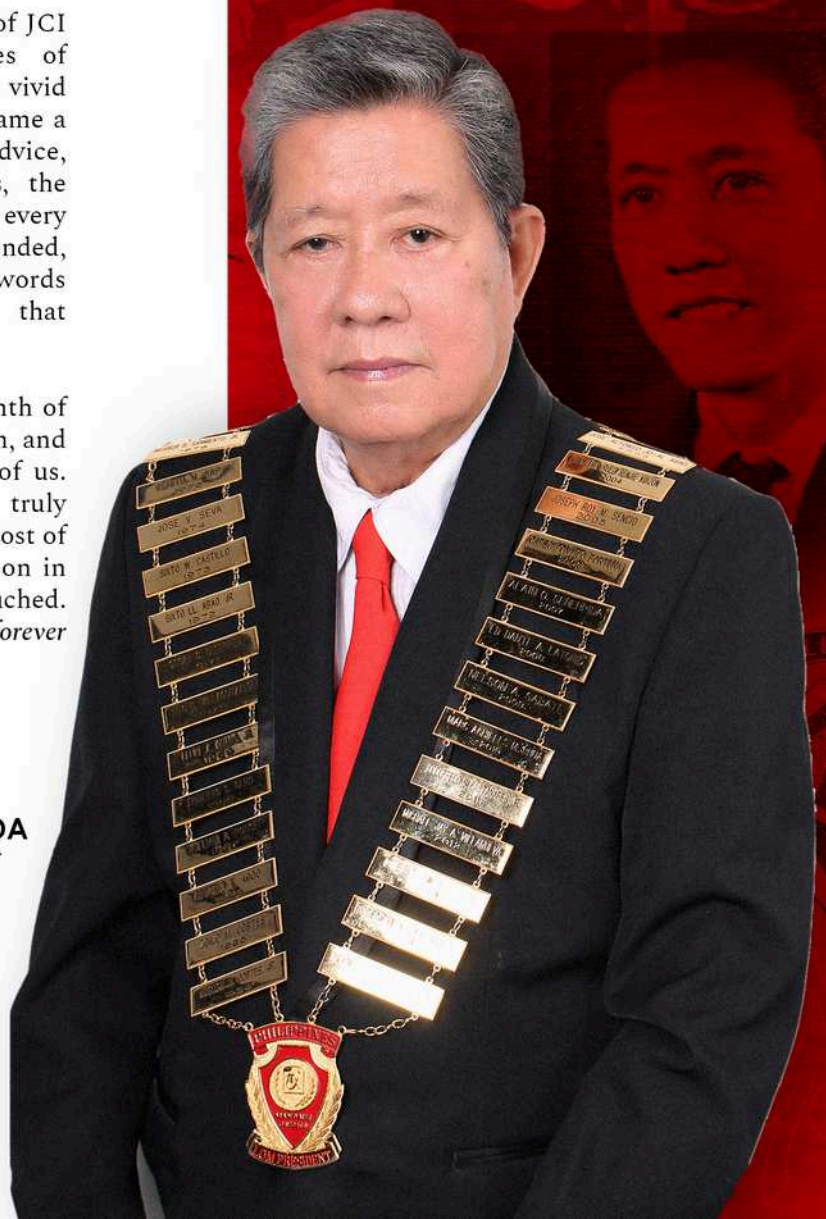
**P**res Oscar "Lolong" Senerpida wasn't just the 9th President of JCI Mandaue back in 1971; he was the soul of our chapter, a true guiding light whose brilliance and heart left an unforgettable mark on us all. His leadership was characterized not by authority, but by his genuine ability to inspire, uplift, and encourage everyone around him. Pres. Lolong's presence was constant and comforting—a father who always had time to share stories, laughter, and meaningful moments.

Pres. Lolong was a walking history of JCI Mandaue, generously sharing decades of invaluable wisdom that came alive in his vivid stories. Each conversation with him became a cherished lesson filled with practical advice, gentle encouragement, and sometimes, the quiet, honest feedback whispered after every event. Long after our terms as officers ended, Lolong continued to mentor us, offering words that shaped us and generous praise that motivated us to be better.

We will deeply miss the steady warmth of his friendship, the humility in his wisdom, and the genuine care that he showed each of us. Pres. Oscar "Lolong" Senerpida was truly one-of-a-kind—a leader, a mentor, and most of all, a dear father whose legacy will live on in every story we share and every life he touched. Farewell, Pres. Lolong. *You will be forever remembered and deeply missed.*

**SEN. OSCAR "LOLONG" SENERPIDA**  
1971 JCI MANDAUE PRESIDENT  
SENATOR NO. 69813

JANUARY 17, 1940 - MARCH 06, 2025





# THIS IS HOW WE DO IT!

**BE PART OF OUR  
BROTHERHOOD,  
FILLED WITH  
PURPOSE  
THAT UPLIFTS  
AND EMPOWERS!**

THE JCI MANDAUE OFFICIAL PUBLICATION

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# JCI CREED

## JCI VALUES

We believe:

- That faith in God gives meaning and purpose to human life;
- That the brotherhood of man transcends the sovereignty of nations;
- That economic justice can best be won by free men through free enterprise;
- That government should be of laws rather than of men;
- That earth's great treasure lies in human personality;
- And that service to humanity is the best work of life.

## JCI MISSION

To provide leadership development opportunities that empower young people to create positive change.

## JCI VISION

To be the foremost global network of young leaders.