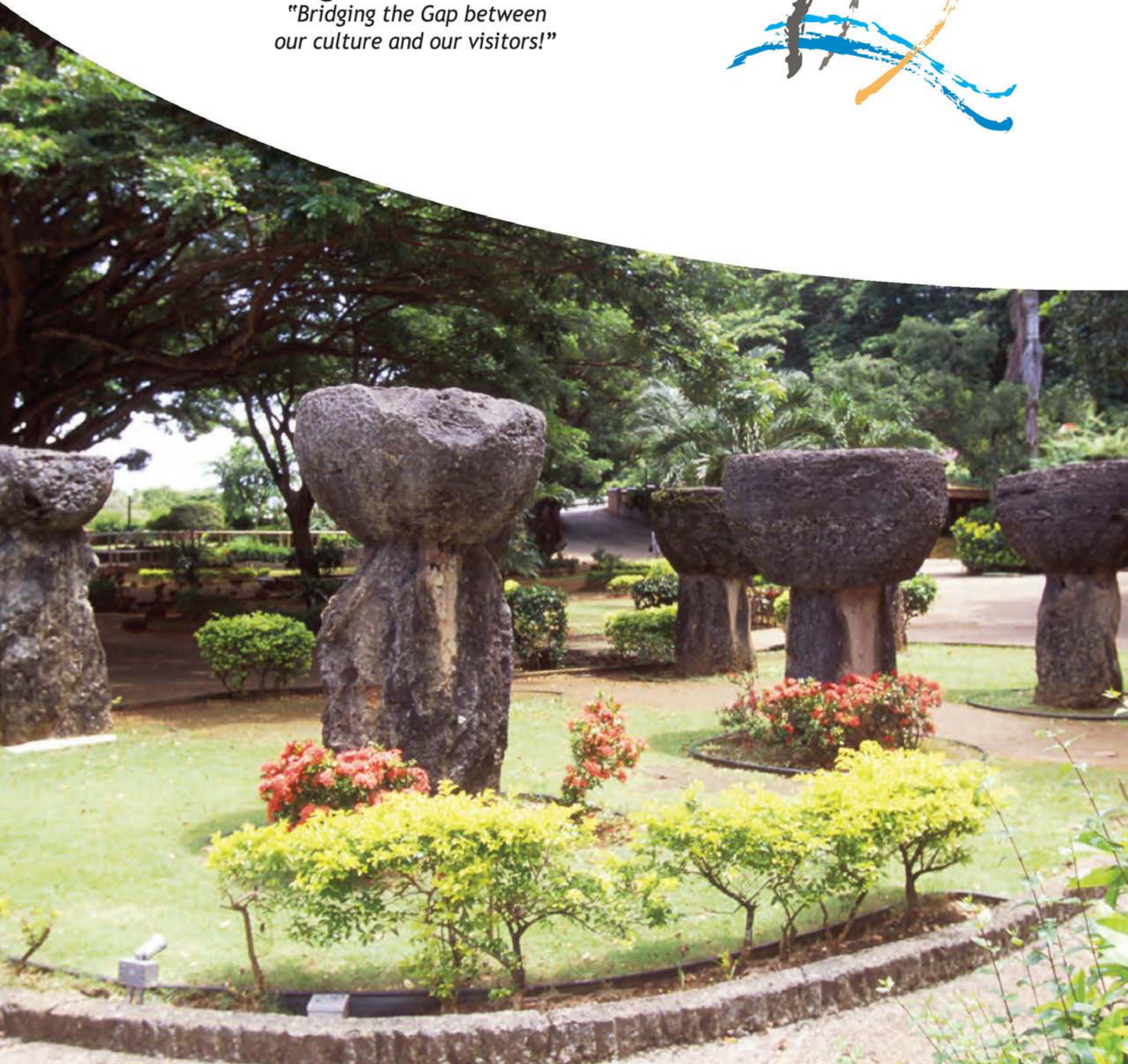


Na' Iåla' i Kostumbren Guåhan
Na'Danna I Kottura-ta Yan I Bisita Siha

Living the Guam Brand

*"Bridging the Gap between
our culture and our visitors!"*



Guam Visitors Bureau Conference

Na'lå'la' i Kostumbren Guåhan

Ta Na'fandanña' i Bisitå-ta yan i Kotturå-ta

Living the Guam Brand

Bringing together our culture and our visitors

April 7 - 8, 2011

Hyatt Regency, Tumon Guam

Setbison Bisitan Guåhan, CHaCO

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Welcoming Remarks

By Governor Eddie Baza Calvo

Ladies and Gentlemen there's a lot to be said about our brand name Guam. What does it mean for us? We can talk about the need for uniqueness of our island so we can bring in millions more tourists, which is important. But really it's at the heart of branding, of branding ourselves, and who we are. It has a lot to do with something even deeper than economics.

One of the things I like is history. And it was interesting back when I was in elementary, middle and high school – no one ever talked about the history of Guam. It was only until later on when I came out of college, that they actually started having all these books written about our island and our culture. A lot of that too was discovered as a result of building these brand new hotels when they started digging holes.

One thing they found out, when you live in a small little island, and that island has been inhabited for nearly four thousand years, whenever you dig a hole, you're going to find something. It is what's innate in being Chamorro and what Guam is. It's even in the land, the soil. What I bring up about the deepness of all this is that we, in our little special corner of paradise, are surrounded by change. We are closest to the fastest and most dynamic growing economies in the world, and we're part of the United States of America, the largest democracy in the world.

Because of the events that are happening all around us, they are calling now the 21st century the Pacific century. With all this change that is occurring all around us, that change will sooner or later, and is already occurring in Guam. What is so important, when all this change occurs for every one of us, we have got to of course seize this change, embrace this change, and find out these ways of change to make it better of us, for our families, for our lives, for our people, for our children and our grandchildren.

Yet as we embrace change, we cannot let go of what has made our people, whether it the land or the air or the sea ... what has made Guam so special. As a matter of fact, now is greater, more important ... now is the time to strengthen what has made Guam so special.

I had an opportunity to go a couple of days ago to go to Mt. Carmel School where they had a special class called Kantan Chamorro. And here I am, a little comprende – I can understand the language, but I've got to start working on speaking it. But when I saw these little pre-K children, 4, 5, 6, 7 and 8, and I saw them singing and speaking in Chamorro, boy I tell you that just lightened me up, me as a governor, I saw that there was some success stories, big success stories, it was just beautiful success stories.

But it is so important, so important for us now in times of great change to embrace what is so beautiful about our people, about our culture. It's about family. It's about community, about one community. Conferences such as this – this is good. It's good for awareness, for some of our visitors that are coming in here that will be here for two years, such as our military friends. Some of you may even be here longer. By the way, I am a great grandson of a marine. He married a Chamorro lady and decided not to leave, about a hundred years ago.

For some people at the symposium here this conference its an education. For others, it will be about building a program to help tourism. Again, most importantly, what's so important about this – it's about embracing something so special about the Chamorro people and the people of Guam. And really its what makes the package so special.

What we have is about one culture, one community. From what comes from here will not only help in education, will not only help in economics and tourism, in the end it will fortify what we are also about, what makes us so special. That is something that will be a legacy for this generation and the next generations to come. So with that I want to say thank you so much. And God bless you.



Gov. Eddie Baza Calvo was elected Governor of Guam in 2010 and began serving in January 2011.



GERALD S.A. PEREZ
GUAM VISITORS BUREAU

Destination Branding



- What is it?
- Why is it important?
- Who needs to be involved?

Destination Branding



What is it?

- The instant recognition of a place or geographic location
- Simple, relevant, & emotional connection

Destination Branding



Why is it important?

- The differentiating attribute from other destinations
- The unique identity and personality of a place of business, leisure travel, etc.
- What sets place apart from other locations, and places
- Competitive value

Destination Branding



Who needs to be involved

- Public and private sector
- Political and business leaders
- Grass roots & entire community

Reason for Re-Defining Guam Brand



- Many Beach Resort Destinations
- Need to Differentiate Guam from Competition
- Need Community Brand-Building Initiatives
- Need to Galvanize Community Support

Foundation of Guam Brand Ide



- History and Cultural Heritage Shaping Community
- Destination Personality and Differentiating Attributes
- Encourage Local Community to:
 - Upgrade and restore historical, cultural, and scenic assets
 - Polish/refine what they do and how they go about daily lives
 - “Live the Guam Brand”

Research Based Study of Guam Destination



- Surveys, Interviews and Focus Groups
- Perception of Island Residents and Local Industry (sellers)
- Perception of Key Markets and Travel Agents (buyers)
- Confluence of Agreement Among Local Residents and Markets

The Guam Brand



- The meaning, significance and emotional connection conveyed
- The unique history and cultural attributes that collectively differentiate Guam from other island resort destinations
- The simplicity and inspirational image of a destination experience promised

Our Island Personality (Brand Essence)



-  • Warm/welcoming/friendly: a heritage of hospitality, ***smiling people***
-  • Personal connection: ***there is something here for everyone*** – shopping, relaxing on the beach, history, sports & culture
-  • Easy escape: close proximity but gets you out of your daily stress and grind to ***enjoy the sun, the clear blue waters and the beautiful green landscape***
-  • Tropical Beach Resort: deep in ***Chamorro Heritage and History***

Picture bringing it all together



in a new look for Guam!

Picture bringing it all together



in a **BRAND** look for Guam!

Bringing the Brand to Life (Campaign Goals)



- **Celebrate Chamorro:** Communicate who we are as people, our Chamorro culture and why it matters to ourselves and our visitors
- **Moving ahead together:** Build broad-based “grass roots” support from across our island
 - Move to the next level as a destination
 - Focus on our culture, traditions and pride of place
- **Core local concept:** “I AM GUAM” – “WE ARE GUAM”
- **Core visitor concept:** “YOU CAN HAVE IT ALL ON GUAM”
 - *A wide variety of experiences*
 - *A melting pot of cultures – welcoming and embracing*



GUAM

Hestoria Put i Kostumbre

History of the Guam Brand

By Gerald Perez, GVB Consultant

We started a journey about two and a half years ago. We – all of us in this room - whether Guam Visitors Bureau participant and staff or spectator at the time, whether promoter of our initiative or simply a supporter, and whether cultural activist or simply stakeholders of tourism began this journey together. A journey that was to grow in magnitude, grow in meaning, and grow in a variety of self-expressions.

It was a journey into the past and the future. And it was a rediscovery into who we are as an island, what we stand for as a branded destination, and the beliefs that we have valued and harbored for many generations.

We have always been about the cultural heritage, history and traditions that congeal into a “sense of place.” But we have decided to reinvigorate and intensify the attributes that make us the Guam brand. Because the Guam brand is worth building, sharing with others, and articulating to ourselves – and indeed to the rest of the world.

This journey was intended to galvanize a unified purpose among those who manage and impact our tourism industry. It was designed to inspire a shared vision and ownership by a community that has long felt marginalized by an industry seemingly insensitive (real or perceived) to the needs of our people.

This journey then is about energizing community relevance into the destination mix of Guam’s marketing message. It is about the message to our customers, to those who drive the business and – more importantly – to ourselves.

Whenever we go off island to promote and market Guam, we create expectations for a destination experience promised in the message we convey. And if we do not meet or exceed the expectations that we inspire in the message, we lose credibility as a community, create dissatisfaction in the market place, and we undermine the long-term viability of an industry that a large segment of the community has come to depend.

This journey is also about looking at ourselves in the mirror. And it is about simply doing what we do, but polishing it and doing it well. It is not about being similar to, or replicating other destinations. Because doing so can only make us their pale facsimiles at best, and utterly void of authenticity at worst.

Living the Guam Brand conference is about regrouping on the efforts of many. The small nucleus at the start of this journey has grown in number, gained traction in its purpose and now comprise many individuals, groups and associations that have galvanized into a broader base of community involvement.

To the organizers of this conference and to the agents of change, I salute your efforts and congratulate you on this initiative. To the speakers and supporters of this conference, a very warm Si Yu'os Ma'ase for your contribution in time, knowledge and financial support.

The challenge going forward will be to consolidate gains made thus far, distill all that is said and discussed during the conference, and then organizing them into an actionable plan that will truly differentiate Guam from the competition, galvanize sustainable community support, and proffer a compelling destination value proposition that will bear fruit in the years and decades to come.

We are a proud, confident and passionate community. One that is enriched by history and eager to share our unique "sense of place" with visitors who have an interest in the true essence of Guam. In short, we need to make the island our own unique creation, from which will come the "emotional connection" that will build the "brand equity worthy of our place in the universe."

Thank you.



Gerald S.A. Perez was appointed general manager of Guam Visitors Bureau at a special board meeting on April 21, 2005, and officially took office on June 1, 2005. In his capacity, Perez was responsible for overseeing the bureau's daily operations and supervising 28 employees within various departments. His duties included jurisdiction over the operational and marketing efforts of the bureau's branch office in Tokyo, information desk in Osaka, and marketing representative offices in Korea, Taiwan, Hong Kong and the Philippines. On March 24, 2011 Perez resigned as GVB general manager and is currently acting as a consultant for the Board of Directors.

Inadilánton Kostumbre/Binisita Put Kotturagi Pumalu na Lugát siha

Developing the Brand/Cultural Tourism in other Destinations

By Rhonda Brauer, Director, Burson-Marsteller

Good morning - Hafa Adai. Yes, it's true, I live in Los Angeles, a city which many say has no culture at all. Perhaps that's one of the reasons I am so enthusiastic to work with destinations, like Guam, that has a proud and vibrant cultural heritage very relevant today. (And by the way Los Angeles and Southern California actually has a great deal of cultural aspects, you just have to look beyond our movie industry).

For Guam, its cultural attributes are absolutely a way to differentiate the destination AND provide a cultural legacy for current and future generations.

Gerry Perez has communicated just how far the revised Guam brand has taken hold on-island, but there is still much to do. Over the next two days you'll be hearing about how language, dance, the arts and other aspects can and should be enhanced and embraced by industry, in order to continue to differentiate Guam from others in the competitive set and grow tourism.

For my discussion today I thought it might be helpful to provide some context setting, in terms of some global tourism trends in general, and how other destinations and industry are capitalizing on their cultural attributes.

- As background Burson-Marsteller does tourism work around the globe for destination countries, cities and regions, for airlines, hotels, attractions, airports, tourism associations and others. We have developed and executed cultural tourism campaigns for destinations including Singapore, Costa Rica, Uruguay, Mexico, and Puerto Rico, to name a few
- Based on our own experience and by culling the wide array of travel tourism reports, media articles, social media and other sources, have compiled some trends that may be helpful as we engage in discussions over the next two days.

First and foremost: Cultural Tourism is recession-proof; it's in demand to satisfy a need for discovery.

- Emerging destinations will always be discovered and they will be sought out by cultural travelers
- What's hot right now? Destinations with exotic cultures in Central Asia (Kazakhstan, Kyrgyzstan, Mongolia), the Caucasus (Georgia, Armenia, Azerbaijan) the Balkans (Greece, Turkey, Romania, Bulgaria, Croatia, FYR of Macedonia, Serbia)

- Central and Eastern European destinations with a strong cultural experience at a less expensive price include the Czech Republic, Slovakia, Poland, Russia and Hungary
- In the luxury travel cultural consideration set Austria, Monaco and Switzerland are popular
- Iran, Syria and Lebanon will continue to attract those travelers who love history
- Emerging cultural destinations in North Africa include Morocco, Tunisia, and Algeria
- Peru and Guatemala remain popular, offering many cultural attractions located in beautiful nature-oriented locations
- China and Vietnam, Cambodia and Bhutan are also “in” for those looking for an Asian, exotic cultural experience

Technology Impact on Cultural Tourism

Virtual and augmented reality will attract more and more travelers who want to immerse themselves in a different culture or historical time. An example is Burson-Marsteller’s work for Mexico and our efforts to assist Chichen-Itza be voted as a new, modern world wonder. Chichen-Itza was recreated in Second Life (virtual world/digital community) that included a true to scale reproduction of El Castillo, the site’s iconic pyramid. The site included a multi lingual audio tour, voting kiosks strategically placed throughout the site, Mayan-inspired clothing, jewelry, and shields given free to voters to wear in Second Life Travel. We had a launch event, including live concerts with artists promoting voting and a strong media relations outreach. Extensive media coverage, on-site visitors and “buzz” not only earned Chichen-Itza inclusion among the new seven world wonders, but increased tourism to the actual site as well.

- Social networks, photo and video sharing sites are increasingly important channels to reach global audiences with information about cultural tourism experiences
- Travelers blogs and rating sites such as tripadvisor.com will expand and play a significant role in global cultural travel
- Mobile technologies combined with geospatial data available through iPhone or other mobile apps will allow travelers to create their own cultural experience and trips, thus decreasing the reliance on tour operators and travel agents. UNESCO and Google Earth provide a World Heritage layer in the application to compliment a National Geographic app.

Responsible Travel

- Cultural heritage warnings and nature destruction around cultural heritage sites will have an impact on the responsible traveler. Awareness around attractions that are non-destructive, eco-friendly and responsible toward the local cultures will become more prevalent.
- Responsible travelers will sign up for initiatives such as pledges for sustainable tourism and volunteering travel to save antiquities from looting and overcrowding with tourists.

Travel & Leisure Global Vision Awards 2010

- Honoring companies and organizations that are harnessing travel to positively impact of our world is the idea behind Travel & Leisure Global Vision Awards. In 2010, they cited awards in the areas of:
 - Land management/conservation (safari lodge company in Africa),
 - Wildlife protection, environmental protection (1,800 mile long river in India, rafting tour operator building a sustainable-tourism industry)
 - Sustainability (green luxury in Kenya)
 - Environmental leadership (Costa Rica pioneering hotels in green travel)
 - Sustainable design/Green Center (CityCenter in Las Vegas, LEED certified, energy efficient)
 - Preservation (cultural immersion in Galway, Ireland)
 - Also highlighted companies that give back to communities/youth/culture/ environment which give the visitor a reason to choose one tour operator or hotel over another
- Mono-destination tour operators will continue to thrive.

Creative Tourism

- Cultural tourists not satisfied with observing cultural heritage and events, they want to participate in the creation or development of local cultures. Overall, there is consumer demand for authentic experiences and for more creative activities while at a destination.
- **This is an area where Guam can thrive:** examples might include learning to build a proa, and having hands on experience with a skilled craftsman, spending a few hours weaving baskets, going spear fishing with the locals who have done so for generations, working with Guam chefs to prepare Chamorro dishes utilizing locally grown ingredients, or perfecting a graceful movement in Chamorro dance.

Other destinations where creative tourism has played a role in creasing visitations include:

- Galway, Ireland, restored hill village offers bog walks and classes on Irish language, music, and storytelling. This is a place where environmental stewardship is a key element of its heritage preservations efforts.
- The Linden Centre, Yunnan, China is a 14 room luxury hotel that serves as a museum, learning center and meeting place for visitors and local artisans alike. Guests at the restored historic mansion can participate in 10-day to three-week long painting, writing, and culinary-arts program, attend a local wedding, or even help carry sedan chairs during a temple celebration.
- Cultural immersion trips including textile shopping in Bhutan to cooking lessons in Peru are among the trends.

- And there's authentic Bali: Play the gamelan, practice djamoe medicine, carve stone. Travelers can spend the day with local farmers, and be educated firsthand about Bali's ingenious irrigation system. Consumers can plant rice, learn kite making, carve stone and learn Balinese dance.

So why does this all matter: Asia Heads for New Records in 2011

- Asia-Pacific demonstrating that it is one of the engines driving world tourism forward
 - 75 percent of Asian trips are to countries within the region, 13 percent to Europe, and 10 percent to the Americas
- Asian outbound travel showed strong growth of 15 percent over the first eight months alone of 2010
 - Outbound Asian markets are China, South Korea and Malaysia, all increasing at more than 20 percent.
 - Taiwan, Japan and Singapore and India are also growing at double digit rates.
 - China and India have the potential to develop into attractive out bound markets in the years to come.

Key Learning

The take away is to leverage all the cultural attributes that Guam already owns and make them a part of the offering: Chamorro recipes, language, dance, arts and crafts, and more. The end goal is to further the Guam brand and attract more visitors.

Thank you and have a great conference.



Rhonda Brauer has built her career in marketing communications and has helped launch, build and rejuvenate new and existing brands for a variety of clients. She is one of the agency's leading branding and integrated marketing specialists and throughout her career, has worked with a number of blue chip companies and non-profit organizations. Clients have included, Sony PlayStation, Caesars Entertainment, Kay Jewelers, BEHR Paints, Tiffany & Co., Lincoln Mercury, Tourism Authority of Thailand, Qantas Airways, Los Angeles Opera, MGM Grand, Samsung's TOP Sponsorship of the Vancouver Olympic Games, San Diego Zoo, United States Treasury, U.S. Postal Service, Guam Visitors Bureau and the University of Southern California.

Brauer earned her bachelor of journalism degree from the University of Missouri-Columbia School of Journalism. She is a member of the board of the Southern California Committee for the Olympic Games, the Los Angeles Sports Council, and the Library Foundation of Los Angeles. She is married with three children and a dog named Max.

I pao Guahan: Guáhan Kottura?

The Guam Essence: Got Culture?

By Senator Tina Rose Muna-Barnes, 31st Guam Legislature

If I may, If I could have all the teachers, instructors, chanters, the singers, the students, and the listeners: All that is Guam, can you please rise. Please rise and be recognized for living this Guam brand. I am deeply honored that you are here this morning.

In preparation of my remarks this morning, I asked a young staffer in my office what she believed the Guam essence to be. And like many of you I expected to hear about our strong foundation of respect for the past, the faith we place in the wisdom for our elders, and the spirit of inafa'maolek, that's allowed even the homeless on Guam to give precious pennies to a boot drive for Japan relief. Instead of these deeply held cultural values, I too was told a story.

This staffer said that a renowned break-dancer visited Guam a year or so ago. To her, this was a big deal because this dancer had seen India and Shanghai, Paris and Peru, England and Ecuador. To her, this dancer had seen the world and now he was here on our piece of God's earth. Months after the dancer departed, he asked to post a You Tube comment on Guam, and in response he said Guam is vacant of heritage and void of culture.

As I stand in this room surrounded by the fierce advocates of our heritage, and angry about ignorance that story portrays, I know that he is wrong and that the essence of our island is alive and well. Everyone person in this room understands the vital role tourism plays in our lives. The industry is responsible for 20k jobs, 60 percent of our economic base, and the lion's share of our prosperity. But resting on our glories is the easy way forward, and that is not the path laid out for us.

As our neighbors in Japan battle the effects of an ongoing disaster, and every day tests the measure of their resiliency and resolve, we acknowledge that our industry must adapt and in so doing become better.

Tourism is more that passenger arrival numbers, and hotel occupancy rates. It is the manner in which we show ourselves to the world, the method in which we balance the demands our ancient culture, with the clear vision of the Guam's future. As we face the demands on the Guam buildup, a potentially massive, short-term migration, in a region poised to compete for every tourist dollar; our 3000 year old culture must become the foundation for living the Guam brand. It is in achieving this goal that I believe what we are doing today finds a home. Unfortunately we cannot win our future, if we are unwilling to face the challenges of the present. Though Guam has seen a new cultural resurgence, our challenge is to make this new longing an integral daily part of our lives.

Littering is so common it's almost invisible. We struggle with basics, like the cleanliness of our public restrooms, and though we spend millions of dollars bringing tourists to Guam, we refuse to spend the money necessary to keep Tumon well lit, and safe. We speak constantly of investing in our destination, but when a quick economic fix is needed, some argue that we should use the tourist attraction funds to pay for tax refunds. We cannot borrow our way to prosperity. We cannot handle our debt by handing our grandchildren a greater deficit. As the 31st Guam Legislature's Chairwoman on Tourism, I will oppose any effort to raid the tourist attraction fund for political expediency for short-term gain.

Yes tax returns belong to the people, and I know that we borrowed your money for far too long, but I believe our people understand the danger of using one loan to pay for another. I believe our people know the best way to shatter the cycle of poverty, is to create jobs and a qualified workforce to fill those positions.

Ayn Rand once wrote, a culture is made or destroyed, by its articulate voices. Though many of you have been the voices of our culture for a long time, I know everyone here could use some reinforcements. In the next couple of weeks, I will be introducing legislation to create a cultural incentive corps. This CIC mission will be to develop the cultural awareness consistency and capacity needed to help its participants live the Guam brand. Those who complete the cultural incentive program, and take their skill to the tourism industry, will receive a tax rebate on the dollars they ear. The businesses that hire graduates of the program will receive an offset of their existing tax liability. By partnering with the University of Guam's Professional Development Program, the CIC will train those on the front lines of our tourism industry to be qualified cultural professionals.

Culture makes economic sense, and it is my hope that each of you will help the cultural incentive corps become a reality. The CIC is just one way to strengthen the bonds between industry and culture. And in recognition of that fact, and the talent in this room, I would like to make one last commitment to each of you. I believe that leadership begins with listening. My office will always be open to you, your ideas, your concerns, and your criticisms. As innovative ideas work their way around this conference, know that those ideas will receive a fair hearing from me. After all this is the essence of Guam; the belief that we are all family, the knowledge that as long as we work together we will survive any adversity or meet any challenge.

If I could speak to that great dancer I'd tell him that Guam's culture in not found in buildings made of bricks and stones. It is in the hearts of our people, the recognition that we all share the same air and walk the same land, the measure of respect we pay to everyone, because all people are deserving of dignity. We do face our own difficulties, but in the words of our own Dr. Robert Underwood: Nothing is wrong with Guam that cannot be fixed by all that is right with Guam.

Un Dangkolu na si Yu'os Ma'åse' todu hamyos, si un Yu'os benedisisi.



Tina Rose Muna Barnes currently serves in the 31st Guam Legislature as Senator, Legislative Secretary and Chairperson the Committee on Municipal Affairs, Tourism, Housing and Recreation. Muna-Barnes is serving her fourth term as Senator in the Guam Legislature. In that time, she has written laws that prevent human trafficking and labor exploitation, promoted affordable housing for working families, and protected Guam's environment by authoring the first "bottle bill" law passed in Guam's history. She is also the Vice-Chairperson on the Committee on Youth, Cultural Affairs, Procurement, General Government Operations and Public Broadcasting.

Inembrasian Kostembren Guahan Hasso yan Sinenten Kottura

Embracing the Guam Brand: Cultural Perspectives

By Judy Flores, Ph.D.

Nihi ta fân a-fâna', ta fân a-gofli'e. Nihi ta fân danña' ya ta fân ayote' palâbras yan sinente put minagof yan na'bubu. Enfin ta fân a-komprende ya ta espiha hafa taimano ta priseseta -HÂYI HIT.

[Let us face each other frankly and openly. Let us gather and exchange words and feelings about our joys and our frustrations. In the end, let us come to an understanding and find ways to present – WHO WE ARE.]

This is the intent of the Guam Branding Initiative. I have tried in these Chamorro and English phrases, to state the goals of this conference very simply: to bring together our culture and our visitors. To do this, we need to identify the touch points where opportunities exist for personal interactions between our visitors and ourselves. At our Guam Visitors Bureau strategy planning sessions and [Cultural Heritage and Community Outreach] CHaCO meetings we have identified the following touch points:

- Arrivals - airport and cruise ship port – immigration, customs, rental car, taxis, shuttle and bus services
- Hotels – check-in counter, baggage service, concierge, room service, poolside and beach service, hotel shops and restaurants
- Restaurants – hosts/greeters, wait staff, cashiers
- Tour sales agents, tour guides, bus drivers
- Retail establishments and tour destinations, including village fiestas and community events

I hope that many of you in this room are among the “working population” in our visitor industry. Furthermore, I hope that those in your company who make decisions about how you carry out your mission are also here – management, HR people, purchasing agents and other decision-makers.

The other half of our target audience for this conference are those who have the cultural knowledge, services and locally-made products to engage our visitors in a cultural experience. They are here to help you, the visitor industry frontline people, learn more about products and services that promote Guahan as a culturally rich destination. We hope that you will take the opportunity to talk to each other informally and during the breakout sessions. Together, we hope you come away with a consensus of ideas about:

- The essence of our island – the heart of Chamorro culture that includes and warmly welcomes visitors through language, foods, dances, songs, and gifts that represent nature, history and culture.
- Daily, interactive encounters between each one of us and the visitors we meet, that build an image of Chamorro essence that each visitor can take home with them – in words, experiences, and gifts that represent WHO WE ARE.

Based on my experiences of working as a folklorist since 1985, I would like to provide a historical overview of particular artists and art forms that have made an impact on WHO WE ARE today.

My job at the Guam Council on the Arts & Humanities Agency (CAHA) was to identify, document, and promote Guam’s traditional arts and artists. I had the wonderful job of visiting, interviewing and arranging video documentations of palm leaf weavers, kantan chamorita singers, rope makers, blacksmith toolmakers, canoe builders, and dancers, to name a few. I already knew many of these practitioners from Inalahan where I grew up. I was documenting dances that the man-amko practiced in their lifetime – Spanish-influenced batsu (waltz), sotis (polka), and Philippine-influenced dances with coconut shells and small bamboo sticks. These dances weren’t being featured in any of the hotels. Polynesian dance groups were hired by hotel management for their dinner shows. Young folks were dancing American hip hop and cha cha. The old dances were fading away along with the elder practitioners.

In 1984 a new type of Chamorro dance was showing up at parties and public functions. “Taotao Tano”, meaning “People of the Land”, was a new group led by a young man who was passionate about the idea that Chamorro people must have had their own dances before the Spanish conquest. With this idea, “Ancient Chamorro Dance” was created in 1984 by Frank Rabon, who was awarded the title of Master of Chamorro Dance many years later.

The “Bailan Uritao”, or “Dance of the Young Men” stood out as something different, with very masculine use of long sticks, called “Tunas”. These and other dances told a story of ancient Chamorro life as Frank researched his heritage and shared his ideas through dance. These dances caught the attention and interest of young Chamorros. Frank spent years developing and teaching these dances to entire school populations through the CAHA Arts-in-Education program. Today, more than a generation of school students has grown up knowing more about their ancient heritage through the dances created by Frank Rabon. His successors have formed their own dance groups. In 2001 Frank and the successive dance groups formed a non-profit organization called “Pa’a Taotaotano”, meaning “The Way of Life of the People of the Land”. This organization represents a coalition of approximately 12 dance groups throughout Guam, the Northern Marianas, and even in California.

This success story would lead one to assume that Chamorro dance is now being performed in many hotels. But this is not the case. Chamorro dance has been promoted by GVB in their markets for many years. The audiences in these countries obviously enjoy the dances. Our dance groups have won many awards in travel trade shows and have garnered tremendous publicity value for Guam in their newspapers and magazines. So why do many of our hotels continue to feature Polynesian dancers on their properties?

Taotao Tano' dance group was able to work as a cultural performance group at the Pacific Star Hotel in the late 1980s. They shared the program with Polynesian dance presentations, but they managed to maintain a successful Chamorro dance presence there for several years. The Sheraton Laguna Resort has featured a Chamorro dance dinner show since they opened a few years ago. Just recently, they cut the number of Chamorro dance nights and inserted a Polynesian performance three nights a week. I know that hotels must pay attention to their profitability; so we must ask ourselves and have frank discussions with hotel management about why Chamorro dance performances aren't selling as well as Polynesian performances. I hope this conference offers that opportunity for frank discussion.

Through our CHaCO committee of GVB, we have initiated the Chamorro Dance Academy in Japan, whereby Japanese citizens are invited to take Chamorro Dance lessons offered by Master of Chamorro Dance, Frank Rabon. GVB sends him to Japan every quarter to teach a growing number of enthusiastic Japanese students. Last October, a group of these Japanese Chamorro dancers came to our Guam Micronesia Island Fair and performed Chamorro dance. I think we are on the right track towards developing a visitor appreciation for our own cultural dances. It will take time.

Now let us turn our attention to our visual artists and traditional crafts practitioners. I can speak from personal experience, both as a professional artist and as a representative who showcases many of our traditional artists. Why don't we see local arts and crafts for sale in our hotel gift shops or at other retail establishments in Tumon? I know our local artists cannot compete with coconut shell, seashell, and woven palm items that are bought in huge quantities from the Philippines and Indonesia. We are aware of the global market realities. However, I know that visitors are searching for authentic locally made items. What are the visitor expectations? We cannot sell our items as cheaply as these items imported from cheap-labor sources.

Throughout the years, various entrepreneurs have approached me and fellow artisans about demonstrating and selling our work in booths or market places they intend to build in Tumon. They sometimes propose to rent these spaces to us. Other times they offer the spaces for free. The bottom line is that they don't offer to pay us for our time. In my experience, the visitor market in Guam has not ever been robust enough to provide a living wage for an artisan through what

they can produce by their own hands. Today, we have some very fine contemporary and traditional artists. A few of them have the entrepreneurial skills necessary to produce and reproduce their designs in ways that provide them with a decent income. You will find these artisans in shops at Chamorro village, or they sell from their home. Most of these shop owner/artisans must supplement their art income with other jobs.

One option for artisans is to sell their work is through consignment galleries and shops. The Guam Gallery of Art in Chamorro Village is probably the oldest surviving such shop. Gef Pa'go Gift Shop in Inalahan is a venue for consignment sales, especially for traditional arts. Framed, Etc. Gallery is another of the few consignment shops for local artists. Owners and managers can attest to the struggle involved to make a living through these shops. Rents for space in the Tumon visitor areas are much too high. Rental spaces in Chamorro Village are subsidized, which allow these businesses to survive; and even that is often a struggle.

Artisans are usually paid for any sales of their items after the end of each month. Successful artists have enough sales each month to hopefully pay their expenses. For most practitioners, their art is an enjoyable part-time endeavor, where they produce one-of-a-kind, handcrafted items that the visitor never gets to see.

A renaissance in Chamorro Art similar to the dance revitalization started in the late 1980s. Artists began to look at historical descriptions and archaeological artifacts. Woodcarving and tattoo began to show up a local art exhibits and was first shown by Guam artists at the Festival of Pacific Arts in 1988. Frank San Nicolas, better known as "Ko", was one of the first artists to begin to create symbols of Chamorro culture in jewelry and body adornment. Joe Guerrero was another prolific creator of art pieces in seashell, coconut shell, wood, and stone. Guam presented these revived art forms along with traditional arts such as palm leaf weaving by Lucia Torres, blacksmith forging of Chamorro tools by master Jack Lujan and his apprentices, storyboard carving by Segundo Blas. At this time Robert Taitano turned his construction skills into carving of ifil wood and over the years has become a respected master. Rob Limtiaco and Gary Guerrero sought out Segundo Blas for his knowledge of canoe carving; and they went further to study with the master canoe carvers in the outer islands of Yap. All of these revivals began under apprenticeship programs funded by CAHA, and it helped a second generation of practitioners to be inspired. Maria Yatar promoted Chamorro designs in Tatroo; Philip Sablan continued in tattoo, and with others continue to explore contemporary island art forms. The 1990s were an exciting revival period for Chamorro visual arts.

The Sinahi and Spondylous shell ornamentation that were discovered in ancient burials became inspirations for a new generation of artists. Examples of these finely executed seashell reproductions are on display by some of the artists in the

expo here. I hope you will take the time to visit the displays and talk to the artisans.

In conclusion, I would like to return to the statement I made in the beginning. The phrase “ayote palabras” means to “throw ideas back and forth,” and makes reference to the ancient Chamorro practice of poetry and debate. This was an art form very much admired in ancient Chamorro society. Let us use the opportunities provided during this conference to “throw ideas back and forth” as we seek ways to create the essence of Chamorro culture for our visitors.



Dr. Judy Flores, Ph.D. is one of the GVB board of directors and is the vice chairperson of the GVB CHaCO Committee. Flores is a folklorist, historian, teacher and visual artist who has lived and worked on Guam since 1957. She earned a BA from the University of Guam and an MA from the University of Washington. She taught secondary school art for 10 years, then served as a folklorist for the Guam Arts Council for another 10 years. She helped found Gef Pa’go, Guam’s only living museum of Chamorro culture; serving successively as advisor, director and president. She earned a second MA in Micronesian Studies from the University of Guam and a PhD in Arts of Oceania from the University of East Anglia in Norwich, England. She returned to teach at the University of Guam, retiring in 2005.

Embracing the Guam Brand

Industry Perspectives

Mary Torre
President
Guam Hotel & Restaurant Association



Embracing the Guam brand

- The Guam brand represents the following of our island, culture and people:
 - Personality
 - Values
 - Essence
- The Guam brand should be shared in a unified and consistent manner.
- The Guam brand should be interpreted, experienced and understood by our residents and visitors alike.
- The Guam brand is who we are, what we offer and what we do!



amazing THAILAND



Incredible INDIA!



Discover Me, Fiji Me!



What should we embrace?

- A brand takes time to develop and is a continuous process.
- A brand needs to achieve market differentiation.
- A brand is more than logo on a brochure or tee shirt.
- A brand creates a deeper, richer experience that becomes a lasting memory.
- A brand can help cultivate a culture and improve industry standards.
- A brand is a promise kept!



Why should we embrace it?

- Weaknesses and threats include:
 - Tourist arrivals have been down the last two years.
 - We have to compete with destinations with larger budgets and lower operational costs.
 - Airfare costs are increasing.
 - Outbound travel is down.
 - External factors such as natural disasters, man-made disasters and the downturn in the economy.
- Strengths and opportunities include:
 - Close proximity to key markets
 - Short flight time
 - Value for money
 - United States destination
 - Guam is safe, clean and a good leisure destination!



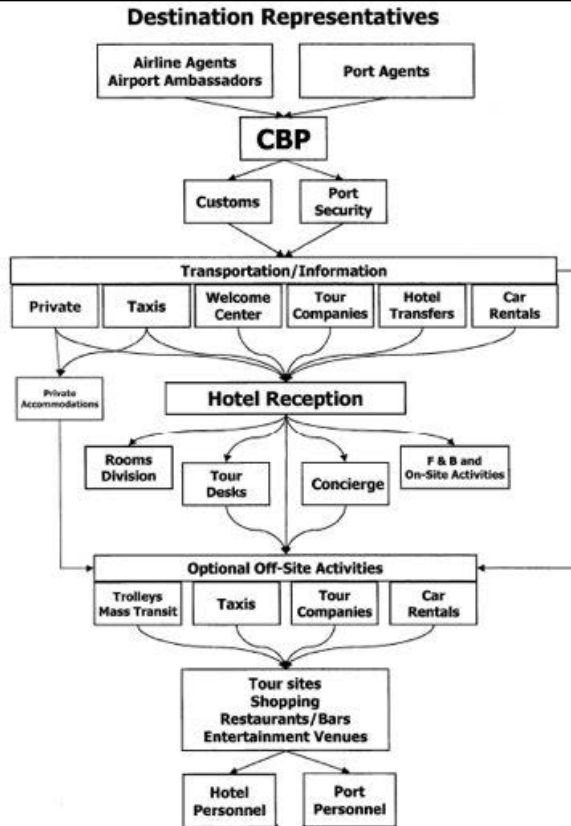
Why should we embrace it?

- We need to not only embrace the brand, but LIVE it!
- Improve the overall visitor experience.
- Connect with its visitors to make a truly memorable and unique experience.
- Share our culture, people and hospitality in our villages, hotels, airports, special events, and most importantly, from our people.

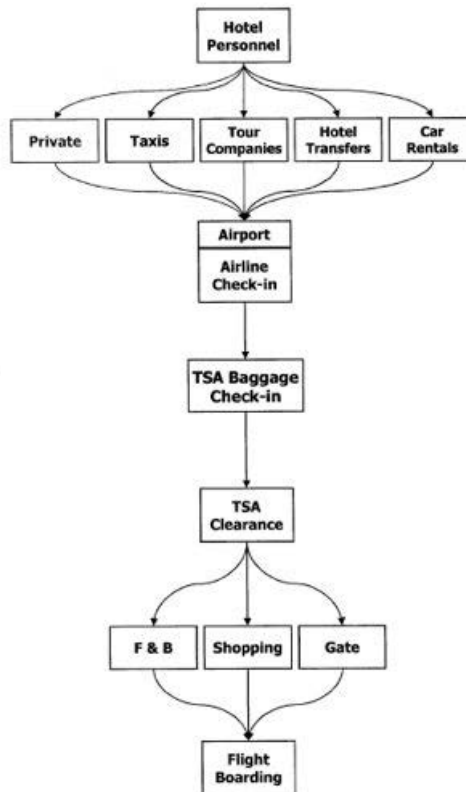
The following are the touch points identified by the GVB Destination Management and Cultural Heritage and Community Outreach Committees, which GHRA is an active member of together with other organizations...



Touch Points



Touch Points



Who should embrace it?

- Each one must work individually in incorporating the brand.
 - Individuals
 - Community leaders
 - Business leaders
 - Industry
 - Government



Is the industry embracing it?

- Culture in the workplace via employee orientation and Hafa Adai Pledge



Is the industry embracing it?

- Food, cultural heritage programs and traditions in the workplace



Is the industry embracing it?

- Cultural dances, arts and language



Is the industry embracing it?

- Building Capacity with other organizations for food, language, arts, etc.



Is the industry embracing it?

- Developing new programs through the CHaCO committee, Mayors Council of Guam and other organizations.



Is the industry embracing it?

- Culture in the workplace via employee orientation and Hafa Adai Pledge
- Food, cultural heritage programs and traditions in the workplace
- Cultural dances and other arts
- Building Capacity with other organizations for food, language, arts, etc.
- Building Capacity with other organizations for more local produce to be made available on a large scale basis
- Developing new programs through the CHaCO committee, Mayors Council of Guam and other organizations



When should we embrace it?

- We need to focus on key issues affecting our ability to grow the tourism industry in the next decade or more.
- Opportunities are always around us...
 - Issuance of a new bond to refund infrastructure improvement bonds.
 - New bond will provide more money for capital improvement projects.
 - Renovating and restoring key landmarks and historical sites
 - Adding new signage
 - Infrastructure improvements to roads, parks and other areas
- It's been 11 years since major infrastructure improvements were made in the tourism industry.
- The Tourism Attraction Fund will repay the bond.



Where and how should we embrace it?

- Create a brand-rich environment and LIVE the brand!
- The Guam brand is who we are, what we offer and what we do!
- It is our responsibility to share our culture, people and hospitality!
- We must continue to work together as stakeholders and collaborate on programs to ensure maximum efficiency!
- We can impact greatly with every touch point where we link the guest experience to the true spirit of Guam's hospitality where we can celebrate the uniqueness of Guam.
- The Guam brand is a community effort!





Mary P. Torre is the president of the Guam Hotel and Restaurant Association. Born and raised in Ipan, Talofofo, Torre graduated from Notre Dame High School before earning a BA from Marquette University, Milwaukee, Wisconsin with majors in public relations and marketing. The Guam Hotel and Restaurant Association is a private, non-profit trade association that promotes high standards of service and quality in the industry while improving business community relations and publicizing the value and benefits of the island's visitor industry to Guam's economy. Prior to the past five years that Torre has led this association, she was senior vice president of Health Plan and Services for TakeCare Asia Pacific.

Sesion Dinestiládu
Breakout Sessions

Breakout Session Guidelines

**The following are guidelines that all facilitators were instructed to follow prior to the conference.*

Focus of each breakout session is threefold:

- To draw out perspectives from the industry, practitioners and subject matter experts on the breakout session subject matter that would best represent and separate Guam as a unique destination.
- To determine and analyze what we are doing today relative to the subject – is it valid, accurate and interesting to our visitors?
- To identify specific initiatives or improvements we should do to improve our Guam brand through the promotion of the breakout session subject.

Each breakout session should begin with the facilitator opening with the goals of the session and the process by which the above goals will be met.

Session Ground Rules:

1. Facilitator will drive the conversation and keep it focused at all times.
2. Each participant wanting to speak should keep their comments or suggestions to within three minutes and must state their name and who they represent.
3. Each participant must utilize the microphone to speak so the proceedings can be taped. (This could change based on the dynamics of the group).
4. Participants will be continually reminded of their time limitations and facilitator should try to get everyone to participate.
5. Comments must be relevant to the subject matter.
6. The group can come up with as many ideas or concepts as they want.
7. All ideas should be put down on a flip chart for easy reference.
8. The last 15 - 20 minutes of the session will be used for the group to prioritize the top five issues to include solutions/suggestions for each issue.
9. Each issue chosen as a priority must be achievable and sustainable to include who will lead the initiative, who needs to participate, a proposed timeline for getting it done and expected results.
10. These top five issues will be presented to the plenary for additional discussion.

Subject Matter Expert Commentary 7 – 10 minutes: (SME is introduced by the facilitator)

The SME should set the stage for discussion. The goal of the SME is to establish a nexus for a group dynamic of exchange and ideas on the subject matter. This could include a focus on the relevance and importance of the subject matter to the Guam Brand and our island's identity as a destination. Why does this subject matter? Why is it so important? Are we doing enough? Are we accurate in our portrayal of the subject matter? Will promoting this issue make a difference to our visitor experience?

The SME can give some examples, but should leave it to the participants to come up with the concepts on what we are doing or what we should be doing in the subject area. Once the SME has given his/her perspective, they should become one of the participants and allow the facilitator to take over in leading the discussion.

Hestoria yan Irensia: Håfa ta tungo' yan håfa malago'ta para u ketungo' i bisitå-ta siha

History and Heritage:

What we know and what we want our visitors to know

By Anne Perez Hattori, Ph.D., University of Guam

Our assigned task today is to articulate the importance of Guam's History and consider ways in which our tourism industry can be strengthened by better integrating our history into the total Guam product. The assumption behind this entire two-day gathering is that we can improve what we're currently doing and my comments are offered in the spirit of moving us forward in this pursuit. I want to thank you all for attending, and this is a terrific opportunity for us – because showcasing our history to tourists means, first and foremost, learning it and understanding it ourselves.

Given the time limitations, there are two points that I want to emphasize today, the first being that Guam's history is truly one of the island's distinctive features.

As we've heard this morning, it's not enough in this highly competitive tourist market for Guam to rest on its laurels as a stereotypical island paradise, a place of clean beaches, tropical weather, and friendly people. There are, after all, other island paradises out there, some closer to our Asian tourist markets and some far cheaper. Thus we are compelled to define our unique qualities and, in this regard, Guam's History is one of our key distinctive features.

Our history makes us unique

The uniqueness of our ancient civilization can be read most clearly in the latte stones, a tangible reminder of Chamorro achievements and technological innovations. Just as the pyramids signify Egypt, so too are the latte stones a unique and distinctive feature of Chamorro civilization and advancement. Similarly, our seafaring, navigating culture speaks to attributes of intelligence, courage, and adventurousness that continue to pulse through our veins. The value we place on our land, our spirits, our elders, and our families is rooted in Ancient Chamorro Civilization, and this is a unique and distinctive history.

Similarly, our colonial history is also distinctive. Of course, colonialism and imperialism have left monuments all around the world. For example, ruins of the long-defunct Roman Empire are still popular tourist attractions throughout Europe. But few places bear the marks of three different colonizers – three nations that, in their day, were among the global superpowers – these, of course, being Spain, Japan, and the US. Each colonizer influenced us in unique ways;

new people, new ideas, new foods and new technologies coming to Guam and being welcomed into our communities in the spirit of hospitality typical of the Chamorros. This is part of our history too, part of what makes our history unique.

The study of history is, in fact, the study of change, the premise being that the past is different than the present. After all, if our past was the same as our present, we wouldn't bother studying it. Historians accept change, therefore, as a part of human existence. Yet there is a strong and dangerous notion around the island that change represents inauthenticity, the loss of pure culture and tradition. This is simply misguided. No one around the world today lives or even wants to live the way their ancestors did 200 or 2,000 years ago – a world without running water, a world without electricity, computers, telephones, radio, television; a world without cars and airplanes.

Yet on Guam, we do suffer from the misguided beliefs of those who argue that change has destroyed the Chamorros. Those who argue this assume that changing something makes it impure or inauthentic, as if driving a car to work every day makes me less Chamorro than sailing a sakman. Yet change is a response by rational and progressive people to adjust to their current realities.

This is really a tricky subject because people have a lot of insecurities about what it means to be Chamorro, as if it were a club that had strict minimum qualifications in order to join. This idea that there's some set criteria for to prove one's authenticity ignores that fact that people and societies are constantly changing. So static criteria cannot reflect the dynamism of culture and history. Being Chamorro is not something that can be easily reduced to a checklist.

I would argue, in fact, that change, and the Chamorro people's ability to change and adapt, is in fact one of our key trademarks, a part of being Chamorro. And this is not simply due to colonialism. One of the single largest forces of change in Guam's history, in fact, has been typhoons – they come fairly regularly, we cannot control their path or intensity, and they have historically caused damage and destruction, forcing the island to change, rebuilding itself typhoon after typhoon. Typhoon Karen, for example, destroyed more than 90 percent of all the structures on the island and Guam rebuilt from the ground up.

Yet it is in the process of rebuilding and dealing with change that we see who and what the Chamorro people really are. And Guam is, in many ways, at its best immediately after typhoons; relatives, friends, neighbors, and even strangers helping each other with the cleanup, congregating around barbecue pits to eat the defrosting food and around candlelight to tell stories and play bingo, chongka and card games; a people guided by the philosophy of inafa'maolek, working harmoniously together to make life better. Surviving through change and coming out even stronger in the process is a historical characteristic of the Chamorro people. And we should be proud of this.

So my first point is simply that our history is one feature that highlights Guam as a unique destination, a place with a rich ancient history and a colonial history that documents the strength and resilience of the Chamorro people. Therefore, it makes sense that the Guam Brand includes a dosage of our history so that tourists leave here knowing that, in addition to tropical weather, beautiful beaches, and palm trees, Guam is also a place rich in history. One question for us as a group to consider then, is how our ancient past, as well as our colonial history, can be better represented to visitors.

History not simply as the past, but about memory – how we remember

My second point is that history is not simply about remembering everything that ever happened in the past. First of all, it's virtually impossible to do this; and secondly, it's not practical because not everything is historically significant. So a historian's job is rather more the art of selective memory -- dealing with the issues of what we choose to remember and how we choose to remember it.

The concern I have is not what we remember, because I think we remember a lot. My concern rather is HOW we remember.

The entire field of Pacific History, and for us in particular, Guam history, continues to suffer from the baggage of a colonial mentality. In much of our written history and in many of our landmarks around the island, the story of the Chamorros and the story of others who have come to make Guam their home is still largely silent. Instead, the key figures are the loud and valiant colonizers. And in those other histories and landmarks that do include Chamorros, we are still generally portrayed as the bad guys, the losers, the pagans, the barbarians, the poor, and the ignorant.

In the language of historians, I am advocating an Islander-centered historiography, an islander-centered approach to history that focuses on the events and places that are important to the indigenous people. An islander-centered history focuses on the perspectives of Chamorros as they dealt with the changes happening all around them.

There are existing models of an islander-centered historiography, and I want to acknowledge the Historic Inalahan Foundation, the tremendous work Dr. Judy Flores did for many years in getting them off the ground and running, and the Guam Preservation Trust for their very generous monetary and moral support. The ongoing restoration of the Historic District of Inalahan is a fantastic example of remembering Guam's history in an islander-centered way, prioritizing the experiences of everyday villagers. It is not a monument or memorial of what the Spanish, Americans, or Japanese did on Guam. Rather, it tells the story of our resilience, adaptation, and survival through the many colonial eras.

This is, after all, our island, and those tourists who are interested in learning history want to learn about Guam's history. That's why they've come here, not to

the Smithsonian in Washington, DC or the Edo Musuem in Tokyo. So if we're going to integrate history into the Guam Brand, it should be an islander-centered one that tells the story of the Chamorro people as they negotiated the challenges of their daily lives through centuries of changing conditions and circumstances.

Today, as we spend the next hour brainstorming about ways in which we can infuse Guam's history into the tourist sector and into the Guam Brand, I hope that what I've had to say can help us identify some specific goals and strategies.

Sen Dangkulu na' saina ma'ase para i atension-miyu.



Anne Perez Hattori, familian Titang, joined the faculty of the University of Guam in 1999, after completing her doctorate in Pacific History at the University of Hawai'i at Mānoa. She is the daughter of Fermina L.G. Perez Hattori and Paul M. Hattori, and the wife of Naushad Suleman, UOG Professor of Chemistry. Dr. Hattori is the author of the book **Colonial Dis-Ease: US Navy Health Policies and the Chamorros of Guam, 1898-1941**,

exploring the histories of leprosy, midwifery, nursing, the Susana Hospital (Guam's first hospital for women), and hookworm. She teaches courses in the history of Guam, Micronesia, and the Pacific and is one of the founding members of the newly-created Minor Program in Chamorro Studies.

Fino' yan Kottura
Kotturå-ta i Fino'-ta
Language and Culture
Our Language is Our Culture

Click to view excerpts from Dr. Bevacqua's speech [Part 1](#) and [Part 2](#).



Dr. Michael Lujan Bevacqua, PhD is an instructor of English composition and Guam history at the University of Guam. He is also a scholar-activist whose work is dedicated to chronicling Guam's history of colonization and exploring its possibilities for decolonization. He is the grandson of Elizabeth Flores Lujan (familian Kabesa) and the Chamorro Master Blacksmith Joaquin Flores Lujan (familian Bittot), and a father of two. In 2006 he helped organize a conference: "Famoksaian: Decolonizing Chamorro Histories, Identities and Futures," the first of its kind, bringing together Chamorros and their allies to discuss a diverse range of strategies for decolonization. Bevacqua manages more than a dozen websites and blogs dedicated to the issues of Chamorros and their islands, including his personal blog "No Rest for the Awake - Minagahet Chamorro."

*“From the Fiesta Table
to the Restaurant Table:
Incorporating Chamorro Cuisine
Into the Visitor Experience”*

*Nenngkanno’ yan Tradision
Food and Tradition
Chris Bejado*

Prinsipat na Kuestion
KEY QUESTIONS

- What is Chamorro Cuisine?
- What are the food items that characterize Chamorro Cuisine?
- Why is it important to showcase Chamorro Cuisine as part of the Guam Brand?
- How do we incorporate Chamorro Cuisine into the Visitor Experience?

Ancient Chamorro Food and Diet

- Obtained from the Natural Environment
- Proteins
 - Fish and Shellfish
 - Crabs (Ayuyu, Panglao, Hagahaf)
 - Fruit Bat (Fanihi)
 - Freshwater Eel (Asuli)
 - Freshwater Shrimp (Uhang Saddok)
 - Fowls / Birds

Ancient Chamorro Food and Diet

- Starches
 - Dokdok (Seedless Breadfruit)
 - Lemmai (Seeded Breadfruit)
 - Fadang (Federico Palm Nuts)
 - Chotda (Banana)
 - Dago (Yams)
 - Suni (Taro)
 - Pahong (Pandanus)
 - Pugas (Uncooked Rice)

Ancient Chamorro Food and Diet

- Fruits (Most Fruits Introduced by Spanish)
 - Bilimbines (Star Apple)
 - Abas (Guava)
 - Kahet , Lalonghita (Orange / Tangerine)
 - Manga (Manga)
 - Mansanita (Wild Cherry)
 - Ibba' (Gooseberry)
 - Papaya
- Coconut
 - Various uses
 - Cooking
 - Drinking
 - Medicine
 - Oils

Ancient Chamorro Cooking Techniques

- Underground Oven (Chahan)
- Boiling in Earthenware Pots
- Roasting on Coals
- Smoking
- Sun Drying
- Soaking in Water
- Fermenting and Storing

Introduction of Food Items

- Spanish Period
- Japanese Period
- American Period

The Fiesta Table

STARCH

- Red Rice
- Gollai Appan Aga (Banana)
- Gollai Appan Lemai (Breadfruit)
- Gollai Appan Suni (Taro)
- Gollai Appan Dago (Yam)
- Titiyas
- Pan (Dinner Rolls)

PROTEIN

- BBQ Chicken
- BBQ Spare Ribs
- Tinala Katne (Smoked Beef)
- Pot Roast with Gravy
- Kadon Pika Mannok
- Fried Fish
- Escabeche
- Bistek
- Estufao
- Tinaktak
- Roast Pig

The Fiesta Table

GOLLAI (VEGETABLES)

- Gollai Hagon Suni
- Eggplant in Coconut Milk
- Potato Salad
- Cucumber Salad
- Crab and Broccoli Salad
- Pickled Vegetables

KELAGUEN

- Chicken (Mannok)
- Beef (Katne)
- Shrimp (Uhang)
- Deer (Binadu)
- Fish (Guihan)
- Octopus (Gamson)
- Clam (Hima)
- Spam???

The Fiesta Table

SOUP

- Kadon Binadu (Deer)
- Kadon Mannok (Chicken)
- Kadon Uhang (Shrimp)
- Kadon Katne (Beef)
- Kadon Oxtail
- Kadon Pika Mannok
- Ham Hocks with Mongo Beans
- Corn Soup
- Chalakiles
- Arroscaldo

OTHER

- Pancit
- Lumpia
- Shrimp Patties
- Fritada
- Kahit / Penghut (Stuff Crab)
- Fanihi (gi Luta)
- Tamales Gisu
- Chicken Ala King

The Fiesta Table

Fina'mames

- Latiya
- Calamai
- Leche Flan
- Manha Pie
- Potu
- Enpanada
- Buchi Buchi
- Tamales Mames
- Bonelos (Manglo', Aga, Dagu, Kamuti, Lemmai)

Fina'mames (cont.)

- Ahu
- Rosettes
- Fruit Salad
- Rosketti
- Guyuria
- Coconut Candy
- Konsetba Papaya

The Chamorro Restaurant Dilemma...

Question of the Day

How do we incorporate
Chamorro Cuisine into the
Visitor Experience?

*Esta Monhayan pues
Maila ta fan Boka!!!*



Christopher Flores Bejado is the owner of Proa Restaurant in Tumon. Born and raised in the village of Tamuning, Bejado graduated from John F. Kennedy High School in 1988. He earned a BA in travel industry management at Hawai'i Pacific University. Bejado has worked in the food and beverage industry for more than 20 years in various capacities in both the front and back of the house. He is currently co-owner and director of hospitality for Marianas Slingstone Inc. which operates Proa Restaurant, Sweet Relief Pastry Shop and Sweet Relief Gelateria. Bejado is also an adjunct instructor at the University of Guam's International Tourism and Hospitality program teaching food and beverage management. Bejado is married to Cora Yanger and has three daughters.

Kuentos Ha'ani

Luncheon Address

By Dr. Robert Underwood, University of Guam President

Buenas! Hafa Adai todus Hamyu.

Kalan duhan yu didide' sa pini yoku na si Ann Marie para hu faisen yu guini gi para bai saonao gi leksionña Chagi Chamorro. Ya para hu faisen yu quantos tan ha Chamorro Chagi?

Entre hita ha este. Hafa quanto? Uno? Dos? Dies?

Ya hunggan be admite ha a un tiempo ginen hu chagi. Uno, pat dos? Huekua yu? Esta âmko!

You know we live in a very exciting time, and one of the things we're going through is...we're just undergoing an enormous, enormous number of changes that will be the greatest in Guam since the end of World War Two: The impending buildup, the tsunami threats, visitor dropouts, the migration of people to Guam and from Guam, loss of language, disruption of historical sites, historical ignorance, profound historical ignorance, and cultural invention – lots of cultural invention – are all part of our conversations today.

Our society has changed. Our cultural changes are so dramatic that those Chamorros who were born just before World War Two think of the Guam of 1950s and 1960s was like being placed in another planet. The Guam of the 21st Century is like being placed in another solar system! It's even way different than it was in the 50s and 60s, which was way different than it was before World War Two.

Our economy is based on the visitor industry in which there is dramatic competition, in which our lead customer Japan, has experienced a natural disaster that almost seems like a product of a WWII bombing raid rather than the result of a natural phenomenon occurring at the wrong time. With the need to shore up our position, our competitive position with other destinations, and diversify our visitor base and deal with social and cultural change, it is tempting to marry these two phenomena: Cultural change (concern about culture), economic change (concern about economic future).

What a great concept! If we could only marry our social historical experience and our economy/visitor industry to enhance each other, we will at the same time reinvigorate a culture and revitalize an industry all at the same time! What a great idea!

Unfortunately, it just doesn't work that way. It's not that simple. IT is also an idea that seems to be validated by the visitors they want more of a "cultural experience". Letters to the editors and postings on the blogs say the same thing: The tourist want more cultural experience. They want authentic cultural experience, real cultural experience, not invented, not Polynesian, more island, more tropical , more local; You know what I mean? I don't know what they mean, but they're all saying it. I'm not really sure I know what they mean but they're saying we have to have more of that, more of that islandy feel. Feel very islandy right now.

The tour promoters, they all want the same thing, only they want it cheaper. They hotels, they all want the same thing, only more regularly and not just when you feel like providing it. In the meantime, the people of Guam want more tourists, more spending by tourists, but don't want to see tourists swarming in their villages; More hotel room filled, but less hotels. Make sure they're all concentrated in Tumon, but I want the benefits spread to the village. Who can make sense out of all of this? Whjo can really make sense out of all of this? No one really can. The relationship between tourism and a local economy is complex enough without adding on the obligation of reinvigorating culture. I mean that's a tough enough business. You don't want to add on the obligation of reinvigorating culture.

But we can reduce it to a more simple thought process through which every visitor, including you, because you've all been visitors somewhere, offers us as a guide whenever you go somewhere, and which every tour guide offers insight into a new place. We've all been tourists in our lives, and we've all been tour guides to visitors to Guam. When relatives of visitors come to Guam, or friends, we take them on the traditional "round the island tour". Remember that? We've all been on that. I sure would like to tape the conversations that occur on these round the island tours. And really it's not really round the island. It starts in Hagåtña, goes south, ends up on Hagåtña. I don't really know why they call it round the island, it's really round the southern end. They never get to Mangilao, except by accident. Oh, we must have taken a wrong turn.

Because in those conversations, they'll tell us what we think is really important about Guam. And, they'll also tell us what we know or what we don't know about Guam. It will be startling because you can go on this tour, and I can tell you what you're gonna see. We're gonna see the Spanish Bell Tower, which was built after the Spaniards left. We're going to visit the Spanish bridge that was actually built by a bunch of Chamorros under forced labor. You're going to visit Yokoi's cave,.. That Yokoi himself never went to. You're going to drive over an historical bridge, built by a Korean firm on a would-be-imagined Spanish-style bridge, inspired by a few remarks from a former governor, and then take a dip by the Magellan monument placed in a location that Magellan never visited.

In the meantime we're gonna have very important conversations like "How do you really cut pugua? No, no, that's not the way they do it. No, that's what my grandfather said. No that's not. "How do they grate coconut? And try to remember the difference between sour sop and sweet sop, laguana and âtes. How hard can that be? But some people just can't tell the difference.

A visit to any place in the world is an encounter that is framed by what we think we know about the place before we get there, and the immediate impact of the sights, and the sounds and the smells. Our experience is then mediated by the people we meet. Immigration Officers (these are great tour guides), cab drivers, bus drivers, and by interpreters and guides for all those places that we go to. Each one of us is a guide for Guam, in addition to all the real tour guides who have to take tests on Guam history and culture. At least those tour guides are supposed to be taking this test. I wonder if any of you guys have taken this test. We've got to take a look at this test.

Every place in the world has a real, life culture, and an historical culture, and a story about itself. The real life culture and the historical culture don't match up. The combination of the day-to-day experiences of people, the cultural experiences, and the elements that we choose to emphasize, is in our hands to shape, but we have to understand what we're shaping.

On the contrary, most of us, not in this room, but in our day-to-day lives, visually and psychologically, we like to present ourselves as a modern, with-it, cosmopolitan kind of place. We tell people things like "we have the world's largest McDonalds". We're proud that we have franchise operations as if these were the keys to our self-identity. Did I tell you we have a Ruby Tuesdays and a Hooters? Who want to go to Proa if you can go to Hooters? I still haven't been to Hooters. They won't let me? I don't know why. We try to run away from this, when we think about it, we try to run away from it, but, in reality it is much to think about. And this is kind of a psychological frame that is part of the discussion about Guam.

If you google tourism on Guam you'll see it. I'll quote from one of the sources: "As Micronesia's most populous island, Guam is about as cosmopolitan as it gets." So it cops a lot of attitude from Pacific snobs who reckon that it lacks "real island culture." Sure, American accents are everywhere, it's an unincorporated US territory, many Guamanian homes fly the US flag, and the Chamorro language isn't spoken quite as widely as it used to be. And if you ever stray away from Tumon Bay, the island's glitzy duty-free shopping and accommodation hub, and undeniably you will be overwhelmed, or underwhelmed.

This is the correct state of play in who we are as an island: Way too cosmopolitan, has not much of an original culture, but it is wildly successful as a tourist destination over places that are underdeveloped, decidedly not cosmopolitan, and has lots of original culture.

What's the problem? We're wildly successful as a tourist destination, and we don't have much original culture. Those places that have lots of original culture are notoriously unsuccessful as a tourist destination. So why is everyone here? Why is everyone concerned?

Well, the problem is, in reality is we are stale as a destination. Let's just face it. We have this kind of gnawing feeling that we are selling ourselves short. The tourists want something more substantive, more substantial, and the people who are interpreting Guam and functioning as tour guides for our island, including hotel workers and bus drivers, and taxi drivers and official tour guides, don't seem to know much about Guam themselves. I see them almost everyday at the Plaza de España, I keep wondering what they're telling those people, cause I want to know!

We have a lot of work ahead of us. We have some specific tasks ahead of us. And I'm just going to mention three.

The first thing to do is that we can't lie about who we are. Well, we can lie, and we have lied. But we shouldn't lie. We should take the element of truth and apply it to every representation of the island. It's our common responsibility. You can't tell people that this is Yokoi's cave if it isn't. You just can't. I don't know whether they still have it up there, but you know when I went to Talofofo caves, it was about eight or nine years ago, I was so distraught that I thought I'd never go back. But you know you go there, and they have this historical diorama, you know where they have people landing, little men and soldiers landing. For the Japanese occupation, the landing of the Japanese, they had these little Japanese soldiers with these German helmets, with a little Nazi symbol on the helmet. Well, those soldiers never landed on Guam. There's a fundamental disrespect for understanding our own history. So the first element of it is we have to understand our own history.

Like for example, April 10th, just three days from now, 1885, Jose Salas, Manuet Aguon, Manuet Mendiola, and Vicente Acosta were executed out there in the Hagåtña, on the beach, roughly from across where CitiBank is, for their part in the assassination of Governor Angel De Pazos, the only governor in Guam's history to ever be assassinated. Well I doubt if anybody ever thinks about that, every knows about it, or ever has a kind of understanding of that. It's not something to celebrate, it's not something to commemorate, but it is something that forms part of our thinking and our consciousness of who we are, because when you go some place, you connect to a place and the story of that place. And if you can't connect to that place, other than it has a lot of franchise restaurants, or it has something that looks similar to other places, you're disrespecting the place, you're no longer just ignorant, you're disrespecting that place. And it is your task to disrespect that place, your task is manifestly wrong. I'll just call it for what it is, it's wrong.

Secondly, is that in our relationship between tourism and culture, we can't be selling culture, cause culture's not for sale. But you can reflect it, you can't reflect cultural image; you just can't be selling it. There's a fine line between that, you know, between whether you're out and out selling it because you know, we like to talk about: Branding. Product. Package. These are all marketing terms, right? It all sounds like we're selling it. There's a fine line there. Of course you do want to reflect it. We want to be proud of it. But you're not in the business of selling it. There's a fine line in that selling it, and reflecting it, into which there's lots of doctoral dissertations that fall into economics and anthropology, but what is the relationship between a culture and the economics of an area. Are we saying that we are encouraging dances for example, for visitors, and are the visitors really only the audience for dances? Well, if that's the only audience to the dances, then you're selling the dance. You're not dancing the dance. That's the distinction, you have to do it for yourself.

When we develop Chamorro cuisine .. you know, the word cuisine sounds so ... I don't know, it wasn't a word that my mother would ever use. Maila na fan ta nochu I Chamorro cuisine. I just don't know. It wouldn't have worked. But we're cosmopolitan island, so we like to use these words. So as we develop Chamorro Cuisine is it for our own palates? Or is it for visitors? When we use the Chamorro language, it is hafa adai or something with a little more bite, a little bit more substance. And of course I have a feeling of and a hunch that given the energy in this group, and the energy of the enterprise that we're going to see a lot more substance coming up. We were in the Hafa Adai baby stage, now we're into the crawling, I don't know ... Hafa Mohon stage. I don't know, what's Hafa Adai, Hafa mon! Get to the next stage, whatever stage is after Hafa Adai. You get to the next stage, Hafa Mon, Hafa Lai. Now we go to the next stage but you'll see more substance. Because even if you reflect the meaning of those simple that I just used, they convey so much meaning. They convey so much substance, as opposed to Hafa Adai, which has become so over used now, it has beome ... I don't know what it means anymore, it's uh ... I guess that we're moving into this stage.

Thirdly, is that we really shouldn't be thinking saving culture and reinvigorating it. Anymore more than preparing a fine meal for a few friends, it the basis for healthy eating for a lifetime. The reinvigoration of culture stands on its own. It has to stand on its own merits and it has to be a joy and appreciated by its practitioners. And then the tourism industry can reflect upon it and add to that visitor experience. But you know, that's the difference between going to Honolulu and looking at, you know ... "Gee I want to attend an Hawaiian luau. What do you want? You want the deluxe? You want the regular? You want the so-so? What do hey charge for kids? " That's the difference between selling it and inviting people to experience it. Now of course there's money at the end of all of this. There are resources at the end of all of this, so anytime there's money and there's resources at the end it, it's going to create a lot of interest. And some of

that interest is going to be negative. And there's no shortage of charlatans who are trying going to try to get us to sell something. And I'll add that there's a few charlatans amongst Chamorros who are willing to sell them something. I once saw a little handout that says "I know how to do Chamorro authentic massage." A little brochure: "I am the Chamorro on massage," or "I am the Chamorro expert on this. And I'll sell you my experience and my expertise." That's also the same thing. The pursuit of money shouldn't overwhelm this fact.

You know the question is, not what you should be doing, and the question is not what others should be doing. The question is how can we work together. So that's the challenge before us. It's the easiest thing in the world for a visitor or someone to come into Guam and say: "You know I just didn't see enough culture." And it's unclear exactly what that means. But it's not very complicated at the end of the day. It's just a tiny experience that offers people a glimpse into a way of life, but that glimpse has to be based on something that is fundamentally authentic and fundamentally true. You can't make it up. Because if you make it up, you're going to be found out. Because you're going to be in my next speech!

As we work together, I want to offer you, and people who work in the tourist industry, the complete cooperation of the University of Guam to work towards this project, this project of authenticity, this project that strengthens us, this project that is sustainable not only for our economy, but for our way of life, and our society. We've done some of that, we've done some of these capstone projects, which some university students have done, which have resulted in the Mango festival, and the banana festival. These are the ideas that come when we allow people to focus on their immediate surroundings. You know it is such a fundamental element of truth that just seems to escape a lot of people, that the best way to learn, it's just basic learning theory, you go from what you know to what you don't know. You start of by engaging your immediate surroundings, and who you are what you can directly experience. So let's get to work on that. I'm happy to work with you.

I want to congratulate everybody involved with this. Sa un dia bai sanggani hao, quantos na Chamorro chagi?

Si Yu'os Ma'ãse' Thank you.



Dr. Robert A. Underwood is the President of the University of Guam. Underwood is also a former member of the US Congress, serving as Guam's Congressional Delegate in the 103-107th Congresses (1993-2003) during which he sponsored major legislation for Guam, played an active role in the Department of Defense authorization bills and was a forceful advocate for political development for insular areas and the extension of educational and social opportunities for Asian Americans and Pacific Islanders.

As an educator, he has served as Academic Vice President at the University of Guam and he is a distinguished scholar with many publications to his credit. As a teacher and Professor of Education at the University of Guam, he led the effort to include the Chamorro language and culture in the curriculum of Guam's schools and enhance multicultural understanding. He served as Chairman of the Chamorro Language Commission for more than a decade and is widely acknowledged as a leading authority on cultural, educational and linguistic issues in Guam and Micronesia. He was awarded a lifetime achievement award by the Guam Humanities Council and is the only Professor Emeritus of Bilingual-Bicultural Education of the University of Guam.

Guam Visitors Bureau Conference Vendors

Na' lãla' i Kostumbren Guåhan

Living the Guam Brand

Che'lu

Che'lu is a neutral gender Chamorro word that means brother or sister, it may also be used to address any other male or female of the same age group. The logo consists of three cultural elements: the chief, the hook and the slingstone shot. It is a power symbol of friendship. Love and respect...it is the union of man, sea and land.

The Che'lu logo is an original, designed by Jose and Elizabeth Rosario's eldest son, at the age of sixteen. The initial purpose of the logo was to be on a business card. However, the persistence of their younger son was what prompted the owners to consider putting the logo on caps and T-shirts.

The business, Che'lu, is the creation of the two brothers, Lee and Christopher from the beautiful and friendly island of Guam in the Marianas. It is their hope to inspire and encourage the younger generations of the world to share the unique gift that God has given to each one of us. Visit Che'lu online at: <http://www.cheluguam.com/>

Department of Chamorro Affairs

The Department of Chamorro Affairs sells books from the Hale'-ta series, a set of official publications that describe the history and culture of the Chamorro people. The books are an ideal reference source for the visitor industry, as it will assist in efforts to educate visitor industry personnel about the rich history of the Chamorro culture.

The Hale'-ta series includes:

- History of the Chamorro People
- Insights: The Chamorro Identity
- A Collection of Chamorro Legends and Stories
- I Manfayi: Who's Who in Chamorro History
- Issues in Guam's Political Development
- The Official Chamorro-English Dictionary| Hinanao-ta: A Pictorial Journey Through Time
- Every Day Use of Chamorro (quick reference)

The Department of Chamorro Affairs offers all books in the Hale'-ta series at a 50 percent discount to the visitor industry and others who are interested in immersing themselves in the uniqueness of the Chamorro culture. The department is also available do do translations from English-to-Chamorro and Chamorro-to-English. Visit Chamorro Affairs online at: <http://www.dca.guam.gov/>

E & L Creations: Edward and Leilani Villanueva

Edward and Leilani Villanueva are co-owners of E & L Creations. The couple designs and creates island-style jewelry with both traditional and modern interpretations of their Chamorro culture. E & L Creations offers sinahis and other pendants, bracelets, rings, earrings, jewelry boxes, etc., made from local natural products including a beautiful selection of shell, blue coral, stone, and even horn.

Leilani recently introduced silver to the E & L Creations collection. She is a talented carver who has brought a feminine perspective to a traditionally male craft. Her custom ali-ling wedding ring sets are particularly unique and meaningful.

Edward, likewise a talented carver, is especially known for his custom sinahi and fish hook designs. He recently created a 5-foot length of orange spondylus coins, a model of the “Guinihan Samagu’on”, traditionally made from turtle shell and representing the value of a child’s life in the ancient Chamorro culture.

Both were born in Guam and raised with an appreciation for their native heritage and culture of Guam. Edward, a carpenter with the Navy shipyard and member of the Air Force Reserve, enjoys the creative challenge of working with natural materials, and recreating cultural artifacts. Leilani was introduced to art at a young age by her mother, Hermenegilda Santos Villamor, a shell collector and artist. She turned to art as a means of self-expression throughout her life, and introduced many unique styles to the craft. Three years ago she and Edward founded E & L Creations, designing and carving Chamorro jewelry—an art form that allows them to work with the shells and natural products that they love, and to carry on a cultural tradition that is 1000s of years old. The two enjoy sharing the amazing heritage of the Chamorro people with locals and visitors alike.

Flores Santa Rita: Shannon Murphy

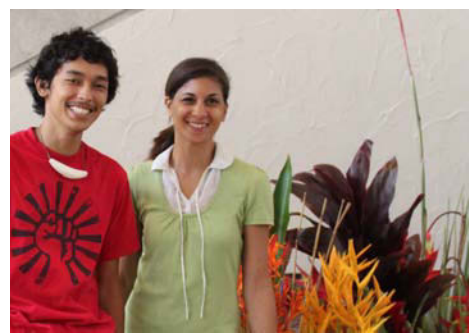
Flores Santa Rita is a fresh flower farm located along the Namu River in Santa Rita. Newly developed, Flores Santa Rita is a one acre tropical flower farm growing high quality tropical flowers and foliage year round. Flores Santa Rita has two dozen varieties of ginger and heliconia, ferns, orchids and other foliage.

Flores Santa Rita is a source for locally grown beautiful flowers for daily use or special occasions. Customers can select their own flowers or have them cut and delivered. Contact Shannon Murphy at Flores Santa Rita by email at:

floresguam@gmail.com

Framed, Etc. Gallery: Batiks by Judy Flores

Owner Amy Selk specializes in featuring the best of local arts and crafts, including batiks, prints and glass art featuring the art of Judy Flores, pottery, handmade local jewelry, handmade notecards, one-of-a-kind arts and sculptures, paintings and photographs by Guam's leading artists.





Located just south of the Hagatna Boat Basin at 470 Soledad Ave. Open 10am - 6 pm daily except Sundays. Tel. 477-7873.

Visit Framed, Etc. online at: www.GuamBatikGallery.com.

Historic Inalahan Foundation: Gef Pa'go

Gef Pa'go Gift Shop features products produced at the Historic Inalahan. Gef Pa'go Chamorro Cultural Village, which is open daily from 9am to 12 noon 7 days a week, and provides tours of Chamorro crafts and folkways as practiced in the early 1900s. The tour includes a visit to the historic

Leon Guerrero House built of traditional materials in 1901. Gef Pa'go traditional crafters produce sea salt, coconut candy and oil, and palm leaf woven items. Tel. 828-1671 (Office) and 828-1673 (Gift Shop).

Contact them at historic@teleguam.net or www.GefPagoGuam.org.

Hurão

Hurão was established and founded by Anna Marie and Raymond Arceo in the summer of 2005. It has been a non-profit organization since 2006 and its mission is to implement and promote Chamoru immersion programs within the community and all that relates to the preservation of language and culture.

Some of the programs and services that they provide include:

- After school program
- Summer camp program
- Adult Chamoru classes
- Corporate Chamoru classes
- Parent Chamoru classes
- Translation services
- Chagi Chamoru television language program
- Language learning CD

Visit Hurão online at: <http://www.facebook.com/HuraoGuahan>

Guam Council on the Arts and Humanities Agency

The Guam Council on the Arts and Humanities Agency is the state arts agency. CAHA acknowledges that all persons have a right to artistic expression and preservation of cultural identity, yet today many individuals are deprived of these opportunities due to limited resources. CAHA provides programs and services that nurture creativity, promote cultural identity and encourage community involvement. Visit CAHA online at <http://www.guamcaha.org/>

Guamology Inc.

Guamology Inc. is dedicated to promotion of knowledge about the history, culture, art and society of Guam. It achieves this through the publication of books, stories and articles that highlight these themes; historical and

genealogical research and publication of a website at <http://www.guamology.org/> Currently available from Guamology are the following books: Seeing Guam Through Our Eyes, The Useful Plants of Guam, Guam ABCs, Guam 123s, History of Health on Guam, Enchanting Tales of Guam, Afterthoughts; Reports: Listing of Soldiers Acting as the Garrison of the Royal Camp of San Ignacio de Hagadna (8 pages); and Guamology T-Shirts.

Guampedia.com

Guampedia is an online resource about Guam, providing users comprehensive entries and multi-media about Guam's rich history and culture. Guampedia accurately describes the island's vast heritage in an online encyclopedia of scholarly quality and integrity. Guampedia is a project of Guampedia Foundation, a locally and federally recognized non-profit organization.

Guampedia is intended to spur critical thinking about the island and its people. The primary objectives of Guampedia revolve around preservation, access and education:

- Preservation of Guam's history and culture through conveyance of important events and people in encyclopedia entries;
- Free access to text with photographs and the knowledgeable voices of elders who have lived through these events; and
- Education through locally produced and focused material on the island's heritage for students and for a worldwide public in order to strengthen global knowledge of Guam through accurate and well-written texts, and in most cases, locally-produced short films or documentaries.

Guampedia currently has 800 entries about Chamorro culture and Guam history, 2,000 + photographs and illustrations, 34 short videos and 54 lesson plans. More content is being added all the time.

Visit Guampedia at: <http://guampedia.com/>

Judith S. Flores

Judith Selk Flores is a folklorist, historian, teacher, and visual artist who has lived and worked in the island of Guam since 1957. She earned a BA from the University of Guam and an MA from the University of Washington. She taught secondary school art for 10 years, then served as folklorist for the Guam arts council for another 10 years. She helped found Gef Pa'go, Guam's only living museum of Chamorro culture; serving successively as advisor, director and president. She earned a second MA in Micronesian Studies from the University of Guam; and PhD in Arts of Oceania from the University of East Anglia in Norwich, England. She returned to teach at the University of Guam, retiring in 2005. She is widely recognized as a professional visual artist of batik paintings that depict Guam's culture and history that can be seen in many of Guam's public buildings. Visit her site at <http://guambatikgallery.com/>

Pa'a Taotao Tano

Pa'a Tatotao Tano (A way of life of the people of the land) is a non-profit Chamorro cultural organization, incorporated in November of 2001. Pa'a's mission is to preserve, perpetrate, and promote the cultural traditions of our indigenous Chamorro people of Guam. Our goal is to develop a forum in which our cultural practitioners can perform and exhibit the traditions of our people. Visit their site at <http://paataotaotano.org>

Stel Star Productions

Stel Star Productions is an audio video production company that produces several local artists. In addition they have helped Lasertel with the first Chamorro Chip sing along Karaoke project, UM Electronics first Chamorro karaoke laser disc and have produced several local company jingles and songs. Their production includes print project, as well as media planning, promotions and insertions for companies and government agencies. Another facet of Stel Star Production is their wholesale division that gets the Chamorro music products out to the different retail outlets on Guam and to the U.S. mainland. Stel Star distributed more than 160 CD titles (including albums that are not produced by Stel Star - Malafunkshun, Marianas Homegrown, Inetnon Gef Pago), DVDs (Finatinas Taotao Tano, Saina), the Kantan Famagu'on Children's cd w/song book, and the Guam Super Shopper cookbooks. The owner of Stel Star Productions is Tom Bejado, music arranger and producer. Visit Stel Star Productions at <http://www.stelstarguam.com/>

Tropic Soap: Barbara McCarron

Barbara McCarron first came to Guam in 1978 when her late husband was active duty with the Navy. They returned in 1983 and she has lived here since that time. Barbara always loved to be creative with arts and crafts.

Tropic Soap was started in April 2006 and with an active Guam Product Seal for the business. The produce hand poured coconut oil soap and specialize in wedding, christening and party favors which can be custom made to the customers specifications. Also made are a line of scented body oils. In January they developed a new product line, Tropical Botanicals, which contains healing botanicals that are found locally such as papaya leaves, red hibiscus and jasmine. The products are: Nene Belly Butter, Eczema soap and lotion, Calendula soap and lotion for dry skin and Healing Lotion. Contact her at <http://www.micronesiamarketplace.com/guam/guam/soaps.html>

Consaga Visual Arts: Victor Consaga

Victor Consaga is a Guam resident and professional photographer. He received his training through his experience while on staff at Latte Magazine and the Pacific Daily News. Recently, he worked as a media editor for Guampedia.com during the project's development phase. He also teaches photography as an instructor at the University of Guam.

Consaga has photographed Guam and its people for a variety of different projects since his arrival to Guam in 1994. As an artist, he finds inspiration in the history, culture and landscape of the island. He has attended photography workshops and conferences in the mainland United States, enabling him to set himself apart from other photographers by expanding his creative and technical skills. He is currently operating his business, Consaga Visual Arts out of his studio in Tamuning, Guam. Consaga Visual Arts provides photographic services for weddings, portraits, event coverage, stock images of Guam, art photos and art reproduction. Visit Consaga Visual Arts at: <http://victorconsaga.com/>

Viktorija Sayrs

Viktorija Sayrs paints scenes of Guam. She feels that the good light on and the beauty of Guam make a perfect combination for picture painting. She has a long list of places to paint. She has been painting since childhood, her mother Alma B. Vander Velde, was a painter and she painted alongside her. Visit her site at: <http://www.viktoriasayrsart.com/>

Inestudion Kaosa siha
Case Studies

Kinentusin Chamorro gi Oficina **Chamorro language in the Workplace**

[Click here to view excerpts of Arceo's speech](#)



Ann Marie Blas Arceo is the executive director of Hurão Academy, and a long time advocate for the Chamorro language and culture. She has worked as a Chamorro language teacher, a program coordinator, a curriculum writer/trainer, and now as an executive director Hurao Academy over the past 20 years. The Hurão Academy provides immersion community programs focusing especially on families and children. Arceo is married to Raymond J. Arceo and they are the parents of six children. The Arceo family resides in Agat.

Kinahat Linangak Kottura yan Prugrâman Sinentidu

Building Cultural Capacity and Sensitivity Case Study: Pa'a Tao Tao Tano

By Joshua F. Tenorio, Pa'a Taotao Tano, Chairman of the Board

Hafa Adai! I want to take this opportunity to thank the Guam Visitors Bureau for organizing this conference and initiating dialogue between Guam's cultural advocates and practitioners and Guam's tourism industry. I sincerely believe that the outcome of this conference will strengthen our cultural infrastructure and enhance our main island product – Guam. I very much appreciate the opportunity to inform and update you on the work we have been doing at Pa'a Taotao Tano over the last 10 years to preserve our culture and as a byproduct – enhance our tourism industry.

Our organization was founded in 2001 to preserve and promote Guam's Chamorro culture. Guam's Master of Chamorro Dance Frank Rabon and the late Speaker Carlos Taitano had a vision to create an organization to represent Guam's cultural practitioners. Ron Castro chaired the organization and in 2003 with Frank Rabon, Pa'a successfully pursued a large grant award from the Administration of Native Americans of the U.S. Department of Health and Human Services Adult Children & Family Division to establish Pa'a administration and several cultural festivals.

This first grant allowed the organization to hire core administrative staff, refine our legal framework, and most importantly – develop long-term strategic plans. Our strategic plan was developed and subsequently revised to focus our efforts on our own strengths – growing and nurturing our core network of Chamorro cultural entertainers and providing secondary support to Guam's other cultural practitioners in other cultural disciplines. Our members were committed to showcasing Guam's Chamorro culture despite many of them receiving financial compensation for performing Polynesian cultural entertainment at the various hotels on island.

This first grant also established one of Guam's signature events – the Annual Dinana Minagof Chamorro Dance Festival and Competition. Now in its 8th year, hundreds of people and youth compete, including off-island Chamorro cultural dance groups from Saipan, Tinian, Rota and several parts of California.

In 2004, key members of the board, staff and members assembled to formulate a Mission and Vision statement for the organization with objectives to be regularly monitored and periodically updated.

OUR MISSION: To preserve and promote the culture

OUR VISION: To foster cultural research, education and expression.

OUR VALUES: Culture: Pa'a Taotao Tano as the way of Life of the People of the Land, commitment: As the human value for Passion, Dedication and Responsibility to Pa'a Values, People: Taotao Tano' yan I Taotao Lagu – as our greatest resource, respect: To recognize and honor the dignity of all people, vision: As the ability to reflect on the past and present and having the foresight to effect creative changes.

OUR GOALS: Update our Strategic Plan every five years to manage resources, influence positive social effects through cultural activities, achieve economic self-sufficiency, implement viable programs/services to preserve and promote our culture.

A successful portfolio was critical to establishing credibility. Ours includes the following:

- A 2006 ANA grant funded the Northern Cultural Performing Arts Project or NCAP, which provided the Guam Public School System with cultural instructors in several northern public elementary, middle and high schools. The cultural instructors teach cultural traditions through song, dance and weaving to students in northern Guam. After school and summer cultural programs were established in partnership with the Yigo and Dededo Mayor's offices.
- A 2009 ANA language grant was awarded to conduct a survey of 6,000 Chamorros to assess their use of the Chamorro language. This language assessment survey provides adequate needs justification for all Chamorro language grant projects submitted by Guam non-profit organizations and the government of Guam to the Administration for Native Americans and other federal grant programs.
- A 2009 ANA grant was awarded to Pa'a to train 8 cultural instructors (apprentices) in the area of dance, chanting and weaving and establish 13 new cultural programs throughout the island. This is a current project and major focus of our organization – expanding our capacity.
- A 2010 ANA language grant entitled “Ginen I Kanta yan Tinaitai, Ta Na' Metgot I Fino' Chamorro: Chamorro Language through Chants/Prayers and Songs Project was awarded to develop Chamorro language resources in the form of a musically notated song/ chant book and a compact disc recording. Field research is taken from Techas and other Manamko to be recorded and archived. It will be used in the repertoire of our dance groups/gumas.
- Successful PEACE grants such as the Pa'a Lagu Health Families Coalition, which brings alcohol and tobacco prevention education to the youth participating in our cultural arts programs.
- Demonstrated success in the Americorps program, where program participants assist our cultural instructors and learn our cultural traditions.

This record of success in federal grant programs has evolved our own organizational capacity and professional credibility. It is a distinct asset that was nationally recognized when Pa'a was selected to be an organizational model in the ANA program and featured in a non-profit tool kit extensively used by ANA regional technical advisors throughout the country.

Our work is dependent on establishing, nurturing and strengthening partnerships with other organizations and programs such as the Hurao Academy, Gef Pago, Americorps, schools and Mayors. By doing so, we recognize our strength – providing cultural instruction through song, dance, weaving and other cultural traditions. We call on the strengths of the Hurao Academy for language instruction and compliment Gef Pago programs among others.

A big part of our work is focused on nurturing and building dance houses. From its origins rooted in the Taotao Tano cultural dancers under the direction of Master of Chamorro Dance Frank Rabon, 15 dance houses are now members of Pa'a Taotao Tano. Together with our community programs in schools and villages, we service nearly 2,000 students.

Growing and pursuing opportunities has led us to manage a pilot Chamorro cultural show with the Sheraton hotel – where we provide members with opportunities for compensated performances. From this venture we are able to understand the nuances of Guam's tourism market and reconfirm the challenges and business values of Guam's tourism industry.

Before I speak about the challenges, let me inform you about some significant successes. Responding to the market driven desire for Chamorro Culture – GVB and Pa'a Taotao Tano through our Creative Director Frank Rabon have established several Chamorro Dance Academy programs throughout Japan. The program has been met with measurable success and we are still trying to keep up with demand. During our last Dance Festival held in June last year and in several other events this year, students have traveled to Guam to perform Chamorro cultural dance.

Now, about the challenges...

These are the stark realities: the number of Chamorro cultural programs in Guam's hotels is extremely limited. It is hard to break in. Excuses in the past have been – the lack of talent. But over the course of 10 years, we have instructed hundreds of Guam's young people to perform Chamorro cultural song and dance. We feature Chamorro cultural entertainment each time GVB travels to travel trade shows – this is part of our hard sell – however, the industry remains disjointed and disconnected from what we are selling abroad – what we are promising our tourists.

We have the power to solve this problem – our cultural capacity has expanded because of the work we have done to expand our cultural infrastructure. We have rightfully invested in our children – we are growing our talent – the future is now and right in front of you. What will you do?

How can we step back and analyze what we are and what we are not doing. We know we spend nearly \$6 million annually to market and promote Guam as a visitor destination and the data we collect from our visitors indicates a demand for Chamorro cultural attractions and programs. Yet we haven't had a new attraction in Tumon since “Pleasure Island” opened more than 10 years ago.

I commend the Baldyga International Group for focusing on the Chamorro Cultural village they are constructing at the end of the bay. This is a positive sign since the push is coming from a sector of the industry – however the continuing saga of the construction of the Guam Museum and the establishment of a real cultural and performing arts center is a sign that we are still languishing. While those in charge of the government develop a real plan to achieve constructing and opening these facilities, there is work that can be done already to harness the culture through the industry.

We must develop and establish value for Cultural Sensitivity programs throughout the industry. We have to understand Our Sense of Place in order for the industry and our economy to meet the Success and Productivity we all desire. We must understand the promises we are making – the goods we are selling to our visitors. The best way we can accomplish this is investing some time and effort to educate ourselves and our employees about our culture, about this special place called Guam – about the island that has been good to us – about the people that have been welcoming – both Chamorro and Guamanian.

Many people criticize Hawaii and point out some of the “over commercialization” of their industry. No one can deny that everyone in the world is familiar with the “Aloha Spirit.” When we travel to Hawaii, we are greeted with Hawaiian and Polynesian culture. Non-native Hawaiians use the language and phrases – which is incorporated into every single property. The culture is strong. It is what makes Hawaii – Hawaii.

What makes Guam – Guam? The Guam Brand mission has started to resonate. We are Guam has been a hit. Our villages and our communities like it. But we have to do more.

One area that must be included is cultural diversity instruction in our industry. As Hawaii is diverse, so is Guam. However, our indigenous Chamorro culture and unique cultural heritage makes Guam different from Hawaii or any other destination. This is our strength. To add value to the visitor experience, front line staff of hotels, restaurants and retailers should be educated and prepared to share the culture. We must also establish an environment where are cultural

differences are valued. Elements of this program must include understanding our visitors and their origins. The same goes for the culturally diverse employees working in the industry. We can all benefit from some education.

Over the next year Pa'a Taotao Tano will be revealing a new diversity instruction program. As you may recall, our vision is to foster cultural research, education and expression and a stated goal is to influence positive social effects through cultural activities.

We are developing multiple programs to address various aspects of our community, to understand the changes that we are undergoing, and to hold on to those aspects of our island that make it a unique place to live and flourish especially with the dramatic changes we are bound to face with the Guam buildup and now the tragedy in Japan. Our world is changing. We should take this time to do what we can to lead change – to influence our environment, to value our people, to be in tune and embrace our sense of this place – Guam.

Thank you for your time.



Joshua F. Tenorio is a Chamorro cultural advocate and the present chair of the Pa'a Taotao Tano board of directors. He previously served as chairman of the Department of Chamorro Affairs, the Guam Preservation Trust and Guam Historic Preservation Review Boards. Tenorio is presently chief of staff to Vice Speaker Benjamin J.F. Cruz after being business development director of Core Tech International and staff of Congressman Robert A Underwood, Governor Carl T.C. Gutierrez and SEnator Randy Cunliffe.



At The



OUTRIGGER[®]
GUAM RESORT

1



Our Mission

**... to grow together as the leisure
hospitality company of choice**



**Working as a family in harmony
with the culture and environment of
the places where we do business**

2



Hospitality

Inafa'maolek

3



Values of Inafa'maolek

Nina'i

(Giving)

Familia

(Family)

Ayuda

(Help)

Minagof

(Happiness)

Adilanto

(Progress)

Onra

(Honor)

Lugat

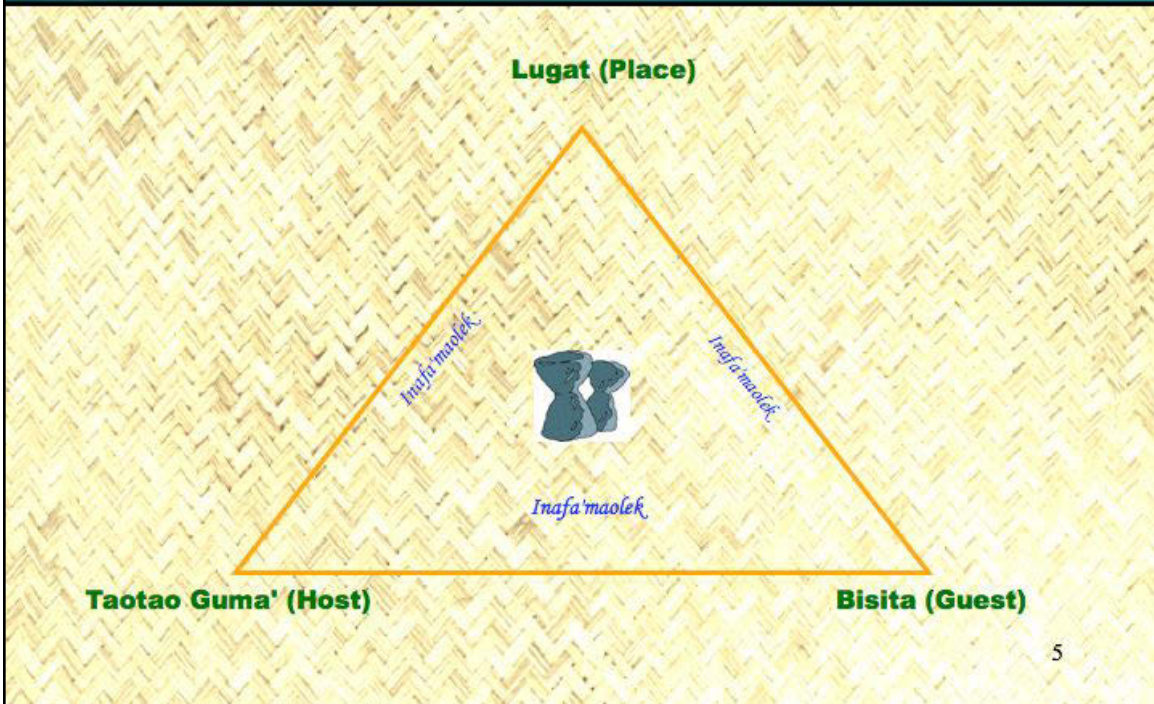
(Place)



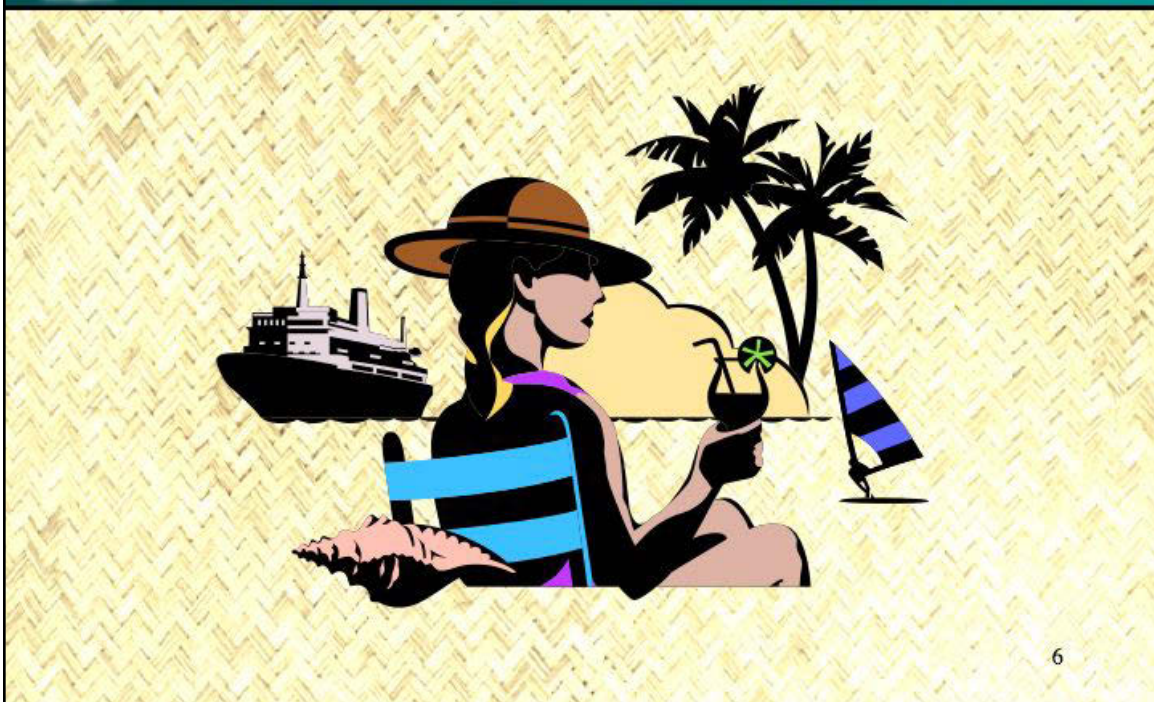
4



Elements Of Hospitality



Elements of Hospitality



6



Lugat (Place)

We show our respect for our place by sharing the culture, caring for our environment and preserving traditions of our island and its peoples.



Can we express the power of our Lugat?



Why is the place important to our business of hospitality?



Sense of Place



People



History



Food



Language



Attractions / Statues



Art

9



A "Sense of Place" that is

- Felt in our relationships with each other
- Shared in our interactions and experiences with our guests and business associates
- Respectful of our host culture and community

10



**Y guinaiya kumombibida hit
gi ti ta tungo' na tano siha**



**"Love is the host
in strange lands"**

11



Lea Panes is currently the Training Manager for the Outrigger Guam Resort. She has twenty-four years of experience in the hospitality industry between three hotels.

Finetman Hinila
Hafa Adai Pledge Successes

Manhulan Hafa Adai

Hafa adai Pledge

Hafa Adai Pledge Program Description

The Hafa Adai Pledge program is a component of the We Are Guam branding initiative. The program encourages public and private partnerships in the delivery and execution of the branding initiatives. Involvement in the program encourages the participation and integration of cultural practices into daily business protocols.

Simple gestures like answering the phone with “Hafa Adai!” to the implementation of Hafa Adai Fridays are officially documented with a proclamation of support. The Hafa Adai pledge ultimately recognizes the participating stakeholders and validates the importance of community partnership. To date 220 companies and organizations representing more than 20,000 employees have been inducted into the program.

The focus of the Hafa Adai Pledge is threefold:

- Promote an understanding of the We Are Guam initiative.
- Enlist support of employers in development of human resource policies and practices that support and encourage employee participation in the Hafa Adai Pledge.
- Disseminate information to improve knowledge of, and voluntary compliance with, the We Are Guam component leaders, members, and their employers.

HAFA ADAI PLEDGE PARTICIPANTS

BUSINESSES	
A.S.C Trust Corp	FAWA: Federation of Asia-Pacific Women's Association
Advance Management Inc.	First Hawaiian Bank
Agana Shopping Center	G Crew Maintenance
Aji Ichi Japanese Restaurant	G3 Internet café
American Association of University Women	Galaide Group
Archway	GCC Hospitality Program at JFK
Astumbo Elementary School	GCC Hospitality Program at Simon Sanchez
Bank of Guam	GCC Hospitality Program at Southern High
Bayview Hotel & Oceanview Hotel & Residences	Guam Contractors Association
Bensons	Guam Economic and Development Authority (GEDA)
Big Fish Creative	Guam Federation of Teachers
Burger King	Guam Hotel & Restaurant Association (GHRA)
Buzz Café, The	Guam Housing Corporation
Café Torino	Guam International Airport Authority
California Pizza Kitchen	Guam Plaza F & B Outlets
Calvo's Insurance	Guam Plaza Hotel
CarlSmith Ball LLP	Guam Power Authority
Cars Plus	Guam Premier Outlets, LLC
Charley's Steakery	Guam Preservation Trust
China Wok	Guam Reef Hotel
Citibank	Guam Young Professionals
Civil Service Commission	Guam's Own
Congresswoman Madeleine Z. Bordallo	GuamMenu.com
Construction Resources	Haley's Castle
Continental Airlines	Hilton Guam Resort & Spa
Country Club of The Pacific	Hotel Nikko Guam
Couture Salon	Hyatt Regency Guam
Department of Land Management	I LOVE GUAM
DFS Galleria Guam	
Element Consulting	

HAFSA ADAI PLEDGE PARTICIPANTS

I Mina'trentai Unu Na Liheslaturan Guåhan	Ruder Integrated Marketing Strategies (RiMS)
Immaculate Heart of Mary	Salon Paradis
Imperial Garden	Sanctuary Inc.
Island Girl Power	SEI: Slotnick Enterprises, Inc.
Joint Guam Program Office (JGPO)	Sheraton Laguna Guam Resort
JP Superstore	Shooting Star Production
Kloppenburg Enterprise	Sling Shot Guam
Lam Lam Tours & Transportation	Starts Guam Golf Resort dba Starts Guam Resort Hotel
Leap Corp/ island Time Magazine	Stations of KUAM, I-94FM, Isla 63AM
Leap Publication/ island Time Magazine	Stel Star Productions
LearnCHamorro.com	Subway (GPO)
Marianas Cable Vision	Sundance Restaurant
Mayor's Council of Guam (MCOG)	Taco Bell (GPO)
Merrill Lynch	Take Care
Meskla Dos Restaurant	Taniguchi-Ruth Architects
Meskla Restaurant	Tarza Waterpark
Money Resources	The Athlete's Foot
No Ka Oi Guam	The CW 4-KTKB
Notre Dame High School	The Honorable Adolpho B. Palacios, Sr.
Office of the Governor	The Honorable Aline Yamishita
Okkodo High School Tourism and Hospitality Academy	The Honorable BJ Cruz
Outrigger Hotel	The Honorable Chris Duenas
P.H.R Ken Asset Management, Inc. Ken Corp	The Honorable Dennis Rodriguez
Pacific Islands Club	The Honorable Frank F. Blas, Jr.
Pacific Sports Network	The Honorable Judith T. Guthertz, DPA
Pacific West Builders	The Honorable Judith Won Pat
Panda King	The Honorable Mana Silva Taijeron
Payless	The Honorable Rory J. Respicio
PBS Guam	The Honorable Sam Mabini
Pika's Café	The Honorable Thomas C. Ada
Princess Jolie	The Honorable Tina R. Muna-Barnes

HAFA ADAI PLEDGE PARTICIPANTS

The Honorable V. Tony Ada

The Honorable vicente "ben" c.
pangelinan

The Outdoor Chef/ Magahet
Productions

United Tire

University of Guam

Victim Advocates Reaching Out
(VARO)

Calvo's Insurance Hafa Adai Pledge Successes

By Pinki Lujan, Marketing Manager

Hafa adai yan buenas. My name is Pinki Lujan and I am the public relations manager for Calvo's Insurance.

Calvo's Insurance is proud to be a part of the Hafa Adai Pledge program. For the past 70 years Calvo's has practiced "The Hafa Adai Spirit" in many ways.

Our employees greet all visitors and callers saying "Hafa Adai." We are also mandated to write "Hafa Adai" or "Buenas" as well as "Senseramente", "Si Yu'os Ma'ase" and "Saina Ma'ase" in our emails.

We are very proud to have recently produced our latest Chamorro television commercial entitled "Heritage" and we always try to emphasize that we are one of the few locally owned insurance businesses on Guam.

Every Friday, we are encouraged to wear island wear to include island jewelry.

Calvo's Insurance is also paying Hurao Academy to give interested employees Chamorro language lessons once a week.

We are very active supporters of many of the Chamorro cultural events such as Pa'a Taotao Tano's Dinana Minagof annual dance showcase at the University of Guam.

All future Calvo's Insurance events will include a blessing in Chamorro as part of the protocol of beginning all public events. For example: Pa'a Taotao Tano was asked to perform a blessing prior to our 5K event earlier this year.

In the near future, we plan on playing Chamorro music in our overhead speakers while our customers wait to be tended to.

Saina Ma'ase

(Lujan showed Calvo's "Heritage" Chamorro television commercial.)



Lagrimas “Pinki” Lujan is the public relations manager for Calvo’s Insurance Underwriters. She joined CIU in February of 2006 as a commercial lines representative. She was promoted to sales and marketing manager for the Property and Casualty department and then appointed public relations manager. Governor Eddie Baza Calvo appointed Lujan to serve as a commissioner on the Americorps ServeGuam Commission as well.



"Hafa Adai Spirit"



"Hafa Adai Spirit"

As a supporter of the Hafa Adai Pledge, we stand committed to embracing, promoting and perpetuating our cultural identity in the following ways:

- Promote the "Hafa Adai" spirit by using Chamorro salutations when greeting customers, answering telephones and beginning email communications.
- Supporting local holidays and other cultural events.
- Supporting local farmers by being the largest purchaser of local produce on island.





"Hafa Adai Spirit"

- Supporting "Hafa Adai Fridays" in which employees wear island inspired attire.



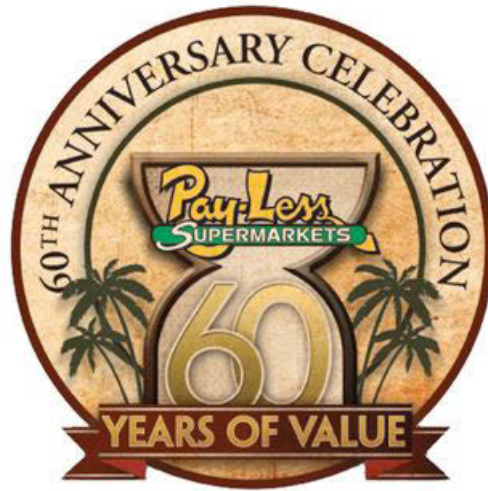
"Hafa Adai Spirit"

- Perpetuating Chamorro culture through our promotional materials, store decorations and architectural design.





"Hafa Adai Spirit"



"Hafa Adai Spirit"





"Hafa Adai Spirit"

- Hosting "Chamorro Month" in which all Pay-Less locations create Chamorro inspired displays, promote local products and wear island-inspired attire.



"Hafa Adai Spirit"

- Taking proactive measures to promote a healthy community on Guam by hosting events like the Pay-Less Kick the Fat 5K Run and Fitness Fair.



Pay-Less Markets Kick The Fat 5K Run/Walk & Community Fair

Guam's Largest 5K Event



Proceeds to benefit various local non-profit organizations through the Pay-Less Community Foundation

RESPECTU: BODY, LAND & CULTURE

Village Display Competition – Community Choice Award of \$500.00
All Kick the Fat 5K participants are eligible to vote on March 21 at the Community Fair.

Saturday, March 21, 2009
Paseo Stadium, Hagatña

Show Time: 5am Go Time: 6am
Community Fair: 6am-9am



"Hafa Adai Spirit"

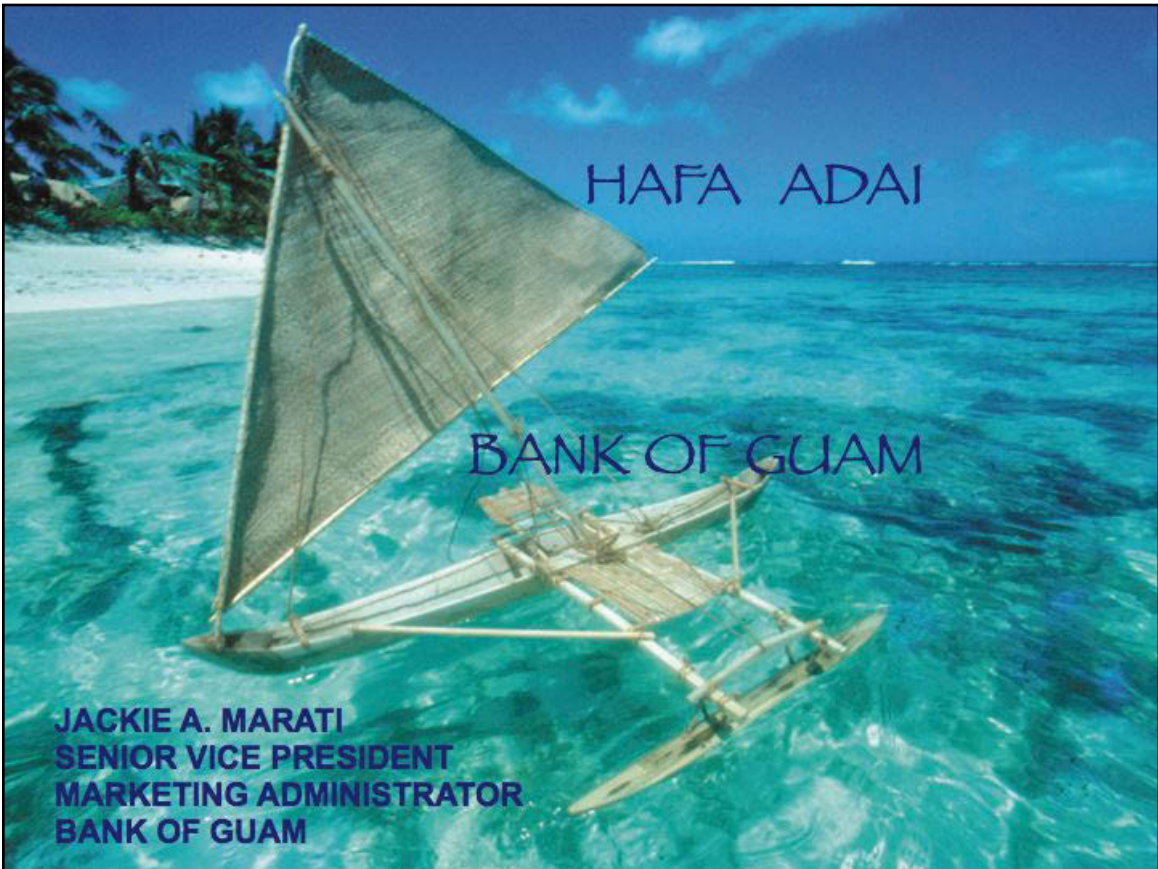


"Hafa Adai Spirit"

- Being environmentally conscious by conserving the natural environment of our island through our "Go Green" campaign.



Katherine “Kathy” Calvo Sgro is the chairwoman and executive vice president of Pay-Less Markets, Inc., executive vice president and director for International Group, Inc. and treasurer for Calvo Enterprises, Inc. In addition, her memberships include: the board of regents for the University of Guam where she is the chairperson of the Academic, Personnel and Tenure Committee; vice chairman of Pay-Less Community Foundation; board of directors and secretary of the Bank of Saipan; vice president and secretary of PMC Investments, Inc.; director of Guam Healthcare and Hospital Development Foundation; and volunteer for Gentle Refuge Pregnancy Pregnancy Crisis Center and Kusinan Kamalen Karidat.



HAFA ADAI

BANK OF GUAM

JACKIE A. MARATI
SENIOR VICE PRESIDENT
MARKETING ADMINISTRATOR
BANK OF GUAM



HISTORY of the bank

Jesus S. Leon Guerrero
Bank of Guam Founder

- ❖ **Founded in 1972 by the late Jesus S. Leon Guerrero as a way to help Chamorros save, start businesses and invest in our island**
- ❖ **Today Bank of Guam has 24 branches in Guam, the Commonwealth of the Northern Marianas, San Francisco, the Federated States of Micronesia, Palau and the Marshall Islands**
- ❖ **Employs 400+ employees**
- ❖ **Is a strong community leader and contributor to many of the islands organizations**
- ❖ **Encourages employees to be involved in the community and supports their efforts**



Hafa Adai is Lived,
Not Packaged

- **How we greet each other and our customers**
- **What we wear**
- **Our environment: Hafa Adai is everywhere**
- **Our Customer Service Programs**
- **Our role in our community**



Our Environment

- **FAMILIA** screensaver
- **Website** screenshot
- **ATM** “Hafa Adai”



Bankon Ifit

BANK OF GUAM the people's bank
Hafa Adai and Welcome to Bankon Ifit! Today is Monday, April 04, 2011 - 10:28:50 am

Personal Banking
Checking Savings and Time Loans and Credit Cards
Other Personal Products

Business Banking
Non-bank Services
About Us
Administration
Merchant Authorization
Hotline Numbers
Pacific Express® Access Numbers
Useful Resources

Online Banking
 Island Accounts
Enter Your **USER ID** then click sign on to continue.

Forgot Password
 San Francisco Accounts
 Credit/Debit Card Acct. Info.
 BOG Master Rewards!
 Safe Online Banking Tips

Message Center
Important disclosures regarding the new FDIC insurance rules

Direct Links

FEATURED PRODUCTS

Natural Wonders of Our Islands
Beach Paradise | Henry Holschneider
Tinian High School, 11th Grade (Lanlam Beach, Tinian CNMI) 9 of 10

FEATURED PRODUCTS
We make life happen..
At Bank of Guam, we've got a loan to park a new car in your driveway, start a new life & family, and even take you on a dream vacation...
Bank of Guam is Here...
Click here for Details...

Lou Leon Guerrero Named Guam Business' 2011 Executive of the Year

Promotional Items



Carabao



Carabanks

FAMILIA

SCREEN SAVER

Hafa Adai

- F** Friendly Smile
- A** Always Promote Our "Hafa Adai" Greeting
- M** Maintain Eye Contact
- I** Individual Attention to Transactions
- L** Link to Cross-SOLVING Products
- I** Immediate Reassurance
- A** Always Thank the Customer and Ask Them to Visit Us Again

BANK OF GUAM

Bank of Guam telephone greeting standards

Example: "Hafa Adai Bank of Guam (Branch name/department), this is (your name) speaking, how may I help you?"

Yap "Mogethin"	Kōrae "Len mwo"	Palau "Alii"
Marshall Islands "Yokwe"	Chuuk "Ranallim"	Pohnpei "Kaselelia"
	Guam/CNMI/San Francisco "Hafa Adai"	



PARTNERSHIPS ~

How We Grow our Hafa Adai



KEEPING THE Hafa ADAI IN OUR PARTNERSHIPS

- **Focus on our natural strengths: regional branding, cultural advocacy, uniqueness**
- **Utilize partner services to keep awareness high – 5K Runs, Golf Tournaments, Ongoing Campaigns (DELTA, Shell)**
- **Celebrate Milestones- “Turning 40” anniversary**

PARTNERSHIPS



ADVERTISING –
Keep It Local

LOCAL ADS

With great pride, Bank of Guam introduces the **Guam Quarter...**



Together, let us celebrate the introduction of a most unique Guam keepsake, the 2009 Guam Quarter.

BANK OF GUAM
MEMBER FDIC
1880 CHAMARRA ROAD, SUITE 100, HONOLULU, HI 96813
808.534.2222

Catherine D. San Gil, Amberlyn Lina, Cammy & Catherine J. Penola of Bright Eyes School of Dance, Music and Entertainment.



Celebrating 37 Years of Service...

Founder's Day Loan Special

- ✓ Borrow up to \$20,000.00
- ✓ Flexible Terms
- ✓ An answer in 24 hours

8.25% APR*

BANK OF GUAM
MEMBER FDIC
1880 CHAMARRA ROAD, SUITE 100, HONOLULU, HI 96813
808.534.2222

Ads don't build

HAFA ADAI -

PEOPLE DO!

PAYDAY FRIDAYS

Local Entertainers



GVB Village Ambassadors Program



LOCAL ART





Branding our Bank goes far deeper and carries more power than ever-changing ad campaigns.



Si Yu'os
Ma'ase



Jacqueline “Jackie” Arriola Marati is the senior vice president and marketing administrator at Bank of Guam. A long time advocate for promoting “sense of place” for Guam, Marati is the previous chairman of the board for the Tourism Education Council and serves on the board of directors for Pacific Islanders in Communication, based in Honolulu.

