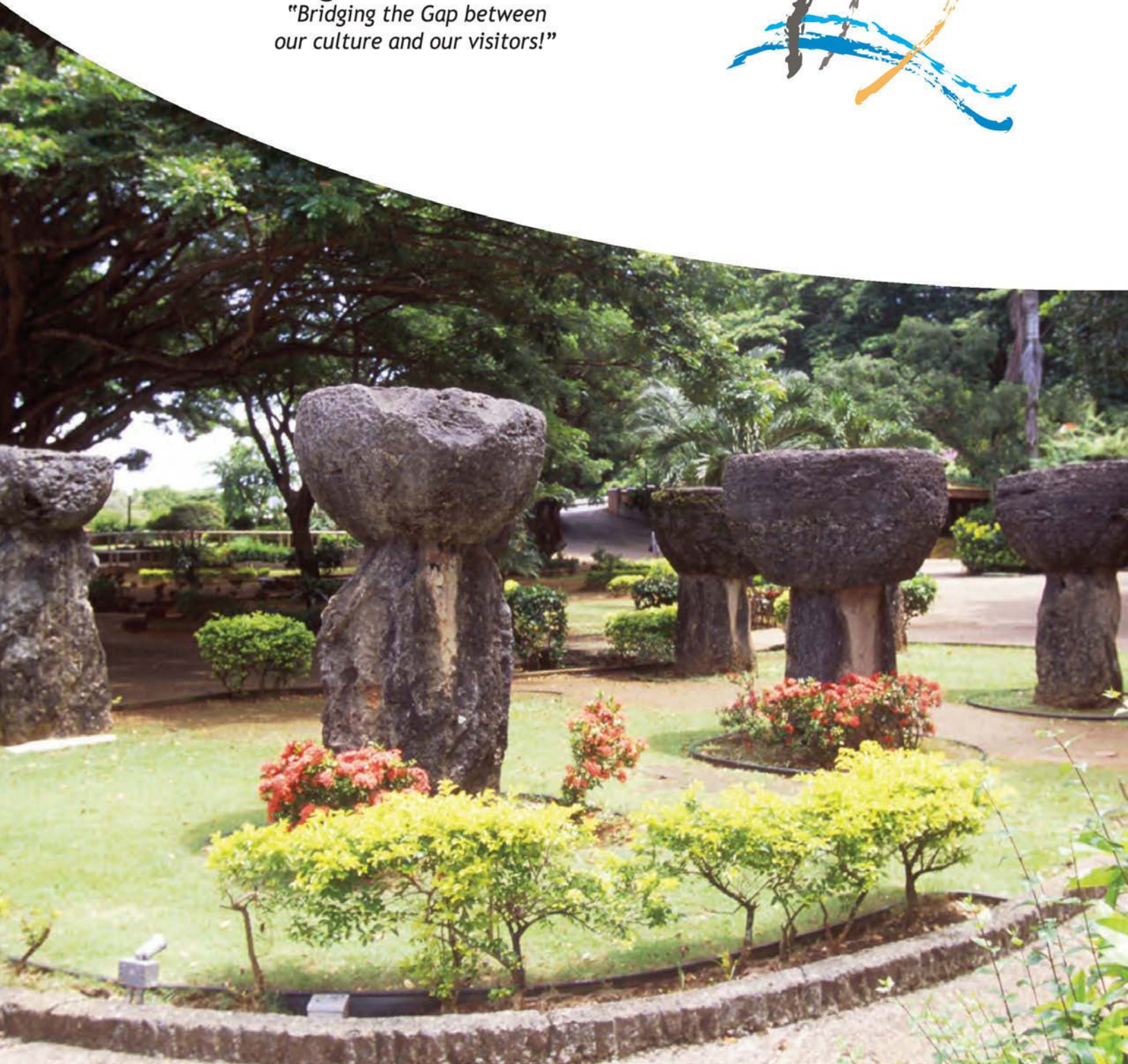


**Na' Iåla' i Kostumbren Guåhan**  
*Na'Danna I Kottura-ta Yan I Bisita Siha*

**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***

Guam Visitors Bureau, CHaCO

and funding for this e-publication provided by

***Inangokkon Inadahi Guahan***

Guam Preservation Trust

# Table of Contents

**Na'lå'la' i Kostumbren Guåhan | Living the Guam Brand**  
**Ta Na'fandanña' i Bisitå-ta yan i Kotturå-ta | Bringing together our culture and our visitors**  
*Day One – Diha 7 gi Abrit 2011 | April 7, 2011*

1	<b>Mensåhen Finatto</b> <i>Welcome Remarks</i>	<b>Unuråpble Eddie Baza Calvo, Governor of Guam</b> <i>Honorable Eddie Baza Calvo, Maga'låhen Guåhan</i>
5	<b>Hestoria Put i Kostumbre</b> <i>History of the Brand</i>	<b>Gerald S. A. Perez, Consultant, GVB</b> <i>Konsuttånte, Setbision Bisitan Guåhan</i>
15	<b>Inadilånton KostumbrelBinisita Put Kotturagi Pumalu na Lugåt siha</b> <i>Developing the Brand/Cultural Tourism in other Destinations</i>	<b>Rhonda Brauer, Director, Burson Marsteller</b> <i>Direktoran Minaneha, Burson Marsteller</i>
21	<b>I pao Guåhan</b> <i>The Guam Essence</i> <b>Guaha Kottura?</b> <i>Got Culture</i>	<b>Sinadora Tina Muña Barnes</b> <i>Mina'trentai unu na Liheslaturan Guåhan</i> <i>Senator, 31<sup>st</sup> Guam Legislature</i>
25	<b>Inembråsian Kostumbren Guåhan-Hinasso yan Siñenten Kottura</b> <i>Embracing the Guam Brand -Cultural Perspectives</i>	<b>Judy Flores, Ph.D., Bisa-Ge'helo', Irensian Kottura yan Hiniyong Kumunidåt; Membro, Inetnon Direktot, Setbision Bisitan Guåhan</b> <i>Vice-Chairperson, Cultural Heritage and Community Outreach; GVB Board Member</i>
31	<b>Inembråsian Kostumbren Guåhan: Hinasso yan Siñenten Endostriha</b> <i>Embracing the Guam Brand: Industry Perspectives</i>	<b>Mary Torre, President,</b> <i>Guam Hotel and Restaurant Association</i>
43	<b>Sesion Dinestilådu</b> <i>Breakout Sessions</i>	
47	<b>1. Hestoria yan Irensia Håfa Ta Tungo' yan Håfa Malago'-ta Para U Ketungo' i Bisitå-ta siha.</b> <i>History &amp; Heritage</i> <i>What We Know, What We Want Our Visitors to Know</i>	<b>Anne P. Hattori, B.B.A., M.A., Ph. D. Prufesoran Hestorian Pasifiku, Unibetsedåt Guåhan</b> <i>Professor of Pacific History, University of Guam</i>
	<b>Kuåtton Mayotpåtte</b> <i>Main Ballroom</i>	<b>Mento': Nicole Calvo, På'a Taotao Tåno'</b> <i>Facilitator: Nicole Calvo, Pa'a Taotao Tano'</i>
53	<b>2. Fino' yan Kottura Kotturå-ta i Fino'-ta</b> <i>Language and Culture</i> <i>Our Language is Our Culture</i>	<b>Miget Bevacqua, Ph. D. Prufesot Asistånte, Unibetsedåt Guåhan</b> <i>Assistant Professor, University of Guam</i>

	<p><b>Kuátton Santa Rosa yan Santa Rita Mina'dos Bibienda</b> <i>Santa Rosa and Santa Rita Room, 2<sup>nd</sup> Flr</i></p>	<p><b>Mento': Mina Sablan Ma'estran Fino' Chamorro, KKG</b> <i>Facilitator: Mina Sablan, Chamorro Teacher, GCC</i></p>
55	<p><b>3. Nengkanno' yan Tradision</b> <i>Food &amp; Tradition</i> <b>Maila' Ta Fan Boka!</b> <i>Come and Let's Eat!</i></p>	<p><b>Chris Bejado, Gai'iyo, Fañochuyan Pro'a</b> <i>Owner, Proa Restaurant</i></p>
	<p><b>Kuátton Magellan, San Vitores yan San Vicente, Mina'dos Bibienda</b> <i>Magellan, San Vitores Room, 2<sup>nd</sup> Flr</i></p>	<p><b>Mento': Simeon M. Palomo, Planea III Dipattamenton I Kaohao Guinahan Chamorro</b> <i>Facilitator: Simeon M. Palomo, Planner III Department of Chamorro Affairs</i></p>
65	<p><b>Kuentos Ha'ani</b> <i>Luncheon Address</i></p>	<p><b>Robert A. Underwood, Ph. D., Prisedente, Unibetsedåt Guåhan</b> <i>President, University of Guam</i></p>
73	<p><b>Eksposision Kottura</b> <i>Cultural Exposition</i></p>	<p><b>Guam Visitors Bureau Conference Vendors</b> <i>Living the Guam Brand</i></p>
83	<p><b>Inestudion Kaosa siha</b> <i>Case Studies</i></p>	
85	<p><b>Kinentusin Chamorro gi Oficina</b> <i>Chamorro language in the Workplace</i></p>	<p><b>Ann Marie Arceo, Akademen Hurao</b> <i>Hurao Academy</i></p>
87	<p><b>Kinahat Linangak Kottura yan Prugråman Sinentidu</b> <i>Building Cultural Capacity and Sensitivity Program</i></p>	<p><b>Joshua Tenorio, Membro, Inetnon Direktot På'a Taotao Tåno'</b> <i>Board Member, Pa'a Taotao Tano'</i></p>
93	<p><b>Kinahat Linangak Kottura yan Prugråman Sinentidu</b> <i>Building Cultural Capacity and Sensitivity Program</i></p>	<p><b>Lea Panes, Guinahan Humanidå, Prugråman Inafa'maolek Outrigger</b> <i>Human Resources, Outrigger Inafamaolek Program</i></p>
101	<p><b>Finetman Hinila</b> <i>Hafa Adai Pledge Participants</i></p>	
107	<p><i>Hafa Adai Pledge Successes</i></p>	<p><b>Pinki Lujan, Manehadoran Minetkao, Asiguridåt Calvo's</b> <i>Marketing Manager, Calvo's Insurance</i></p>
111	<p><i>Hafa Adai Pledge Successes</i></p>	<p><b>Kathy Sgro, Ge'helo' yan Bisa-Prisedenten Eksekåtibu, Metkaodångkolo Payless</b> <i>Chairwoman and Executive Vice President, Payless Markets</i></p>
119	<p><i>Hafa Adai Pledge Successes</i></p>	<p><b>Jacqueline A. Marati, Yahulo' Bisa-Prisedente Atmenestradoran Minetkao, Bångkon Guåhan</b> <i>Senior Vice-President, Marketing Administrator, Bank of Guam</i></p>

- 135 Sumåria yan Tåtatte na Pinekkat:  
Hestoria yan Irensia  
Håfa Ta Tungo' yan Håfa Malago'-ta  
Para U Ketungo' i Bisitå-ta siha**  
*Summary and Next Step:  
History and Heritage  
What We Know and What We Want  
Our Visitors to Know*
- Nicole Calvo**  
*Facilitator: Nicole Calvo, Pa'a Taotao Tano'*
- 141 Sumåria yan Tåtatte na Pinekkat:  
Fino' yan Kottura  
Kotturå-ta I Fino'-ta**  
*Summary and Next Step:  
Language and Culture  
Our Language is Our Culture*
- Mina Sablan**  
**Ma'estran Fino' Chamorro, KKG**  
*Facilitator: Mina Sablan, Chamorro Teacher, GCC*
- 147 Sumåria yan Tåtatte na Pinekkat:  
Nengkanno' yan Tradision**  
*Summary and Next Step:  
Food and Tradition*
- Simeon M. Palomo,**  
**Dipattamenton I Kaohao Guinahan Chamorro**  
*Department of Chamorro Affairs*
- 155 Dimimoria Siha**  
*Performances*
- Frank Rabon**  
**Mehnalom Bailadot**  
*Master Dancer*
- 159 Hinanao Mo'na**  
*Moving Forward*
- Joann Camacho**  
**Manehadoran Hiniråt Åkto**  
**Setbision Bisitan Guåhan**  
*Acting General Manager  
Guam Visitors Bureau*
- 161 Kuestion Manmanloffan**  
*Trivia*
- Guampedia.com**
- 165 Pinatlinuyi**  
*Sponsors*
- 167 I Man Attendee**  
*Attendees*



***Na'lå'la' i Kostumbren Guåhan***  
***Ha'ånen Håcha***  
**Living the Guam Brand Day Two**

## ***Sumária yan Tåtatte na Pinekkat na Prisentasion*** **Summary and Next Step Presentations**

The second day of the conference began with the Sumária yan Tåtatte na Pinekka na Prisentasion (Summary and Next Step Presentations) by the facilitators of the three breakout sessions. Participants of the sessions were introduced to the featured speaker and then facilitators led participants into discussions based on key questions.

### **The Key Questions:**

- 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?

### **Top 15 responses from conference participants:**

1. Offer alternative visitor experiences that will expose visitors to an authentic Chamorro setting/event, which always includes Chamorro cuisine.
2. Improve the marketing and promotion of Chamorro cuisine to the visitor industry.
3. Start with basic phrases in all the hotel industry environments and encourage Chamorro language speakers to share their knowledge in public environments and experiences.
4. Create pamphlets or palm sized cards with common phrases in Japanese translated to Chamorro.
5. Encourage and support existing media and social online networks to develop short videos about Guam and traditions utilizing the indigenous Chamorro language.
6. Offer authentic Chamorro cuisine through the visitor industry so that visitors can truly experience the uniqueness of local food.
7. Involve the man'amko to educate and promote Guam's history, heritage and language.
8. Enhance Chamorro language and history educational opportunities especially on the home front.
9. Construct and operate the Guam Museum and Guam Cultural Center (audio, visual and performing arts).
10. Require tour guides to use Chamorro language.
11. Create laws that would mandate inclusion of the Chamorro language in public places (signs, menus, directions greeting, etc.)



12. Require at the very least “Chamorro language speakers” in all areas of the Lina’la: Guam Cultural and Eco Park (Tumon ancient Chamorro village), to showcase who we are as a people of the land. Everyone should be able to speak Chamorro at Lina’la.
13. Rediscover and promote our seafaring traditions.
14. Tourism industry leaders, Chamorro NGO’s, Government leaders should have a conference to address the perpetuation of the Chamorro language and culture within the tourism industry and community.
15. Promote authenticity and accuracy for language and cultural representation.





## 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**

**Presenter: Dr. Anne Perez Hattori  
Facilitator: Nicole Calvo**



## Issues Raised

- Cosntruction of Guam Museum
- Advancing our seafaring traditions
- Enhancement of Chamorro language
- Enhancement of the cultural impact of Pagat
- Create Visitor Centers at village level
- Revitalize Hagåtña
- Using technology and social media
- GVB to develop 1 minute "elevator" speech
- Improve signs for historical sites
- Murals tell the story
- Use PBS and educational websites such as Guampedia to tell Guam story
- Continue teaching the Chamorro language
- Education
- Partnering with TASI
- Domestic violence – addressing social issues
- Cultural Museum/Music/Dance
- Latte stone as symbol for Guam
- Inspirational programs for locals
- Promote audio/visual artists with GVB assistance
- Produce videos on specific ideas of what represents our culture
- Natural history – land composition of Guam tied to history and heritage
- Significance of Marianas Trench
- Unique identity as largest land mass in Micronesia – promote this as "Guam has everything!"

# Issues Raised



- Assist locals in knowing our history
- Access to historical sites (Tinta/Faha)
- Training of tour guides in Chamorro terms (our language)
- Support cultural non-profit organizations
- Islandwide beautification program as community effort
- Ensure history is at forefront in marketing Guam ie: google
- Reinforce Chamorro language in the home
- Fiesta Tours as an effective tool
- Spirit of "inafamaolek" (same standards for everyone)
- Knowledge transference from our elders
- Booster the GCC tourism program to recruit locals in the field

# Priority One



**Construction and operation of Guam Museum and Guam Cultural Center (audio, visual and performing arts)**

## Priority Two:



**Rediscover and promote our seafaring traditions**

## Priority Three:



**Enhancement of Chamorro language and history  
in education and especially at home front**

## Priority Four:



**Involve the man'amko to educate and promote Guam's history, heritage and language**

## Priority Five:



**Use the media, PBS Guam and educational websites such as Guampedia to develop and share short videos about Guam's history and traditions.**

## Top Five Priorities:



- 1) Construction and operation of Guam Museum and Guam Cultural Center**
- 2) Rediscover and promote our seafaring traditions**
- 3) Enhancement of Chamorro language and history in education and especially homefront**
- 4) Involve the manamko to educate and promote Guam's history, heritage and language**
- 5) Use the media, PBS Guam and Guampedia to develop short videos about Guam's history and traditions**



Nicole Calvo, the project director for Pa'a Taotao Tano', is a proud indigenous Chamorro woman who has lived on Guam all her life. She was a high school and elementary school teacher and administrator for more than 15 years with the Archdiocese of Agana. Calvo was inducted into the Empire Who's Who of Women in Education in 2006 and the National Honor Rolls of Outstanding American Teachers in 2007. She became the project director for Pa'a Taotao Tano', most recently overseeing an Administration for Native Americans grant of Guam's first island-wide Chamorro language assessment survey with more than 6,500 respondents. Her managerial and administrative experience has assisted her in fulfilling her passion to be an advocate of her Chamorro culture and heritage.







# I FINO'-TA I KOTTURÅ-TA

## Our Language is Our Culture

**Presenter: Dr. Miget Bevacqua**

**Facilitated: Mina Sablan**



## Language is the heartbeat of a people

- Identity
- Self –Expression

## Issues raised:



- Perpetuate what is truly Chamorro in all aspect of the tourism experience.
- Songs, dances, in Chamorro language. Play songs in Chamorro in hotels, restaurants...
- Chamorro music in hotels
- Leadership participation in conferences
- Chamorro language is not spoken by natives
- Teach basic Chamorro phrases in the tourist industry
- Mandate programs for culture and language exchange in the tourism industry
- Leaders need to learn and speak the Chamorro language.
- Create more places where Chamorro language will be used
- Give Chamorro speakers more points on job applications
- Propose legislation about the language
- Representation for language experts in the tourism industry
- Conference on Chamorro language and culture for leaders
- Introduce Chamorro chants into the tourism experience.

## Issues raised:



- Showcase what we can offer
- Chamorro language used in employee gatherings
- Support from the tourism industry for the perpetuation and research on the Chamorro language and culture
- Chamorro language begins with the people of the land who speak it, we need to speak it in our everyday experiences.
- Corporate entities in the tourism industry should support the oral history project I Fanlalai'an (UOG) in its efforts to authenticate Chamorro language and culture and indigenous history. Thus, non-profit organizations deserves wider community support, especially given the cultural plagiarism issue that exists in the cultural performance art community

# Issues raised:

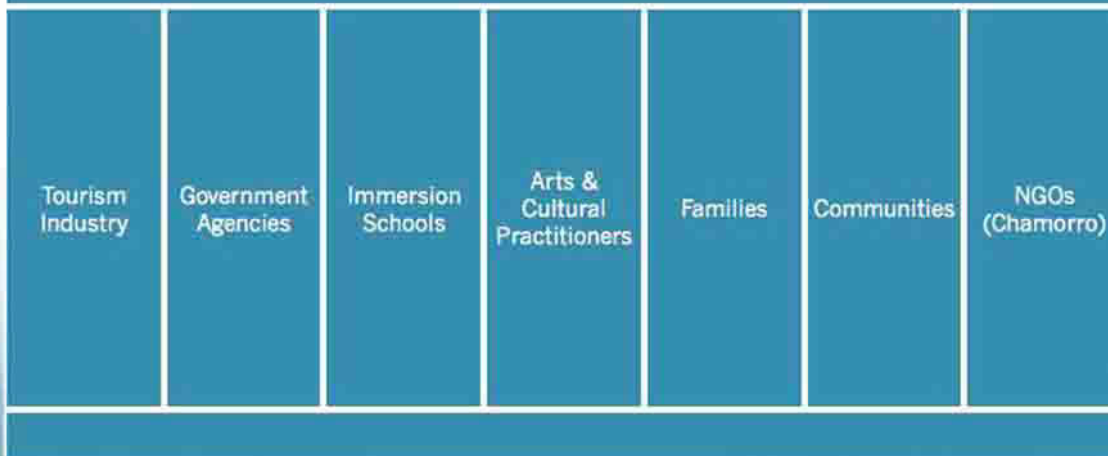


- Representation from Guam to Japan, Hawaii, and other locations to promote Guam's language, food, dances, etc.
- It is the Chamorro peoples' responsibility to promote our language and culture
- Signage written in Chamorro language in hotel environments that corresponds with Chamorro greetings and directions
- Village feasts are great, we should open up more our houses for opportunities
- It is the priority for the Chamorro people but at the same time everyone who lives on Guam should pitch in. We have to remember that they are in the land of the Chamorro
- Tourism industry leaders need to hear what we (Chamorros) have to say about our culture and language and how priceless it is to us
- Establish one Guam, one definition, and one meaning
- Have classes in Chamorro language for the hotel industry
- Spirituality of the Chamorro people should be represented in the tourism experience through language and culture

# Mapping for transformation



## Chamorro Language & Culture



# Short-Term Action Plan:



- Tourism industry leaders, Chamorro NGO's, government leaders should have a conference to address the perpetuation of the Chamorro language and culture within the tourism industry and community
- Create laws that would mandate inclusion of Chamorro language in public environments (signs, menus, directions, greetings, etc.)
- Start with basic phrases in all the hotel industry environments and encourage Chamorro language speakers to share their knowledge in public environments and experiences
- Require tour guides to use Chamorro language
- Promote authenticity and accuracy for language and cultural representation
- Require at the very least "Chamorro language speakers" in all areas of the Ancient Chamorro Village, to showcase who we are as a people of this land. Everyone should be able to speak Chamorro at the ancient village
- Create pamphlets, palm sized, with common phrases in Japanese to Chamorro

# Timeline



- ❖ Year 2011, Hafa Adai Pledge
- ❖ Conference of Leaders (Tourism, Gov't, NGO's)  
(decision-makers, budget authorities, etc.)
- ❖ Legislation on language mandates (classes, signs, budget, etc.)
- ❖ Chamorro speakers can begin on their own to share spoken language in their everyday experiences. Share simple phrases with visitors
- ❖ Year 2012, Signage in Chamorro language for menus, public signs, etc.
- ❖ Tour guides are versed in Chamorro and Japanese
- ❖ Japanese & Chamorro translations on basic phrases

# Timeline



Year 2011-2015

- ❖ Creation of a Language Commission to have one standard for the Chamorro language.
- ❖ Ensure the tourist/visitor receives the true representation of who we are. The indigenous people are part of Micronesia with indigenous forms of expressions through arts, language, and culture
- ❖ Standardize training for all tour operators who represent the host culture to the tourist/visitor
- ❖ Provide opportunities for Chamorros in management positions
- ❖ Budgets for language classes, etc.
- ❖ Create language mapping to identify clusters for the spoken language (cafes, media, points of contact, airport, etc.)



Mina Sablan, a Chamorro language teacher at Guam Community College, is currently heading a GCC language grant project concerning the ancient language of the people of the land called “Fino’ Haya.” Sablan is a native Chamorro speaker, reader and writer. She graduated from the University of Guam with a MA in public Administration, BBA in Tourism and Human Resource Management, with a minor in Sociology.







# Nengkanno yan Tradision

## Food and Tradition

**Presenter: Chris Bejado**  
Facilitator: Simeon Palomo



## What is Chamorro Cuisine?

**How do we incorporate Chamorro cuisine into the visitor experience?**

Videos on Chamorro dishes:

- ❖ Fanihi (fruit bat) in Palau during FestPac
- ❖ Ayuyu (coconut crab) in Rota
- ❖ Eskabeche in Malessso
- ❖ Typical fiesta table

## Mr. Bejado discussed the following:



- ❖ Ancient Chamorro Food and Diet
- ❖ Ancient Chamorro Cooking Techniques
- ❖ Introduction of foreign food dishes (Spanish, Japanese and American) to the Chamorro table
- ❖ Dishes typically found on a fiesta table (50 dishes, 16 fina'mames/desserts)

## Audience Discussion



- ❖ Concerns/Facts:
- ❖ Military population usually has difficulty finding restaurants serving local, Chamorro food. They might find them either through “word of mouth” or hear about them from an acquaintance
- ❖ Access to information on availability of local restaurants is limited: little on-line marketing



## Audience Discussion



- ❖ Chamorro dishes must be more prevalent in restaurants in order to promote them to visitors
- ❖ There should be a story provided about each Chamorro dish
- ❖ There are few restaurants (or none at all) exclusively serving authentic, traditional Chamorro dishes
- ❖ Farmer's Co-op is improving their infrastructure to serve a larger population, including the visitor industry

## Issues raised:



- ❖ We must improve the marketing and promotion of Chamorro cuisine to the visitor industry
- ❖ We must offer authentic Chamorro cuisine to the visitor industry so that visitors can truly experience the uniqueness of local food
- ❖ We must offer alternative visitor experiences that will expose visitors to an authentic Chamorro setting, which always includes Chamorro cuisine

## Goal 1: To better promote and market Chamorro cuisine to visitors



- ❖ Establish more promotional efforts, such as on-line, to include pictures, descriptions, etc., to better access information for interested parties
- ❖ Train, educate and market existing restaurants and vendors serving Chamorro food

## Goal 2: Incorporate authentic Chamorro dishes within the food industry



- ❖ Establish a *Taste Advisory Group* to provide advice to restaurants on improving their Chamorro dishes, and then awarding such restaurants with a “stamp of approval” for their specific, improved Chamorro dish
- ❖ Establish the “Top Ten Chamorro Dishes” for a standard basic local plate, which will make it easier for restaurants/hotels to offer authentic dishes

## Goal 2 continued

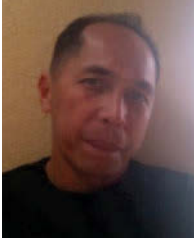


- ❖ Establish a “Signature Plate” at hotels for the visitor to easily identify a Chamorro dish
- ❖ In each hotel, identify a cook or chef who excels in authentic Chamorro cuisine, thus allowing the hotel to offer more authentic dishes to the visitor/guest
- ❖ Select specific Chamorro dishes for a buffet line; “a little bit of everything” to represent local food; identify specialized Chamorro dishes in restaurants as a promotion

## Goal 3: Enhance the visitor's experience in Guam through authentic Chamorro settings



- ❖ Have a visitor experience a natural setting of the Chamorro people, such as at a *lancho* (ranch) or at a home; the experience would include food preparation; as interaction with locals is what a visitor is seeking
- ❖ Establish a culinary tour of local produce grown



Simeon M. Palomo, grant writer for the Department of Chamorro Affairs, is a member of the GVB board of directors and serves on the GVB CHaCO Committee. He was born and raised on Guam, coming from a family of nine children whose parents are Antonio and Margarita Palomo. Having been raised in a typical Chamorro family in Tamuning, he grew up eating the standard Chamorro dishes of kadu, tinaktak, estafao, kelaguen and finadene. His mother was especially known to make excellent roskette. As an adult Simeon has mastered the basic Chamorro survival dishes of kadu and estafao. As for the more intricate dishes such as motsiyas, hopefully one day he will make his parents proud.





# ***Dimimoria Siha***

## **Performances**

### ***Frank Rabon, Master of Chamorro Dance***

#### ***Chamorro Dance Academy:***

Guam Visitor's Bureau's Chamorro Dance Academy in Japan is tagged as one of the most successful promotions to spread the Hafa Adai spirit. Chamorro dance master Frank Rabon, founder of Pa'a Taotao Tano', oversees the instruction of three traditional Chamorro songs, translations of the Chamorro language and corresponding dances during each dance academy.

The Chamorro Dance Academy program has been so successful that it has been expanded from its original setting of Tokyo to include Osaka and Nagoya. At the recent Pa'a Taotao Tano Dinana Minagof dance competition, an entourage of more than twenty dancers from Japan presented what they learned from the Chamorro Dance Academy. The Japanese dancers were given a rousing approval from the Guam audiences.

Former GVB General Manager Gerald S.A. Perez said of the Academy, "Our goal is to increase the number of Japanese visitors that come to Guam. One of the ways we're doing that is by building interest in our Chamorro culture through programs like the Guam Chamorro Dance Academy."

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



Frank Rabon, Master of Chamorro Dance, founded Taotao Tano Cultural Dancers, the origins of the performing arts movement since 1983. In 1998 he was awarded the "Master of Chamorro Dance" by the Guam Council of the Arts and Humanities. Rabon incorporated the nonprofit organization Pa'a Taotao Tano in 2003. Pa'a Taotao Tano umbrellas all the Guma, or houses, of cultural practitioners perpetuating, educating, promoting and preserving the Chamorro culture through songs, dance, chants, language, weaving, and costume making. In 2009, Rabon began the first Chamorro Dance Academy in Japan providing knowledge of the Chamorro culture to those interested. Rabon has received numerous awards and recognition from the Executive, Legislative and Judicial branches of the Government, local community and businesses throughout the island of Guam.











***Hinanao Mo'na***  
**Moving Forward**

Presentation not available at this time







Guampedia.com

## ***Na'lå'la' i Kostumbren Guåhan***

### **Living the Guam Brand Conference**

Guam Trivia provided by Guampedia.com

#### ***Our Island, Our History...***

#### **Taotaomo'na: Spirits of Chamorro Ancestors...Click to Know!**



Taotaomo'na is a term which could refer in general to all the spirits of Chamorro ancestors, to all of those who have come before. In the story of Chamorro origins, the two key figures could be considered the *fine'nina na taotao*, (first people) and therefore the first *taotaomo'na*.

#### **Do You Know?**

Who were the brother and sister that created Guam?

***Answer: Fu'una and Puntan, were considered the gods of creation to the ancient Chamorro.***

*Of 83 responses, 88% were correct.*

#### **Famous Pirates on Guam... Click to Know!**



In the late 19th century, although British authorities of the H.M.S. *Rosario* tried to capture the notorious criminal and slave trader, William "Bully" Hayes in Kusaie (now Kosrae), after the accusations made against him by the islanders and his own crew, the credit for the arrest of Hayes shall always be for Chamorro lieutenant and *gubernadorcillo* (little governor or mayor) of Hagåtña José Pérez Cruz, who captured Hayes in his undergarments, in a cove near *Falcona Point*.

#### **Do You Know?**

Where is *Falcona Point*?

***Answer: Near Urunao Beach, Northern Guam***

*Of 52 responses, 17% were correct.*

***Nginge': Showing Respect Honoring Elders...Click to Know!***



*Nginge'* is a term that describes the smelling or sniffing of the back part of an elder's slightly raised right hand. Elders, or *manâmkô*, seen as wise, are called *mañaina*. The Chamorro practice of smelling or sniffing is a way of taking in the essence of one's spirit. This is still done today to recognize to show respect and honor towards elders. In a slightly bowed position, the giver of this gesture utters either "*ñora*," derived from the Spanish 'senora' or '*ñot*' derived from the Spanish 'señor,' for female and male elders, respectively.

***Do You Know?***

When this is done, what is the *mañaina*'s response?

***Answer: Dioste ajudi'***

*Of 63 responses, 87% were correct.*

***Fouha Bay: Cradle of Creation...Click to Know!***



Guam Chamorros traditionally consider Laso Fu'a, or Lasu Fua, the rock pillar in Fouha Bay, the cradle of creation for the people of the Mariana Islands, and in some accounts, for all of humankind. Some of the earliest examples of ancient Chamorro pottery have been found in the area.

***Do You Know?***

Where is *Fouha Bay*?

***Answer: Off the Coast of Umatac Village, Southern Guam***

*Of 60 responses, 92% were correct.*







# Pinatlinuyi Sponsors



DIPATTAMENTON I KAOKAO  
GUINAHAN CHAMORRO  
**DEPARTMENT OF  
CHAMORRO AFFAIRS**



**GUAM  
INANGOKKON  
PRESERVATION  
INADAHI GUA'HAN  
TRUST**





## CONFERENCE ATTENDEES

#	Last Name	First Name	Organization
1	Acfalle	Ron	CAHA
2	Ada	Anthony J.P.	CAHA
3	Balbas	Jackie	CAHA
4	Calvo	Nicole	CAHA
5	Constantino	Peter	CAHA
6	Cruz	Frank	CAHA
7	Jackson	Josephine	CAHA
8	Laguaña	David	CAHA
9	Lujan II	Victor	CAHA
10	Manglona	Julie	CAHA
11	Martinez	Jose	CAHA
12	Okada	Sandra	CAHA
13	Pagat	Maga'Lahin	CAHA
14	Reyes	Linda Taitano	CAHA
15	Roberto	Bea	CAHA
16	Rosario	Vicente "Guello"	CAHA
17	Ruiz	Zina	CAHA
18	San Nicolas	Frank "Ko"	CAHA
19	Scott	Malia	CAHA
20	Scott	Steve	CAHA
21	Sikau	Manny	CAHA
22	Taman	Candy	CAHA
23	Tenorio	Joshua	CAHA
24	Terlaje	B.J.	CAHA
25	Toves	Janice P.	CAHA
26	Wertz	Mary Ellen	CAHA
27	Cruz	Carol	GCC
28	Damian	Elanor	GCC
29	Rio	Kalani F.	GCC
30	Sablan	Fermina	GCC
31	Acosta	Charles	GDOE
32	Aguon-Hernandez	Bernadita	GDOE
33	Aldan	Bernadette R.P.	GDOE

## CONFERENCE ATTENDEES

#	Last Name	First Name	Organization
34	Babauta	Joe	GDOE
35	Bordallo	Helen	GDOE
36	Cepeda	Helen	GDOE
37	Cepeda	Jeremy	GDOE
38	Chapman	Jeannie	GDOE
39	Edward	Linda	GDOE
40	Flores	Teresita	GDOE
41	Flores	Vivian L.	GDOE
42	Gogue	Joselin	GDOE
43	Gombar	Louie	GDOE
44	Hernandez	Dave	GDOE
45	Laguana	Ronald	GDOE
46	Leon Guerrero	Ana	GDOE
47	Leon Guerrero	Joseph	GDOE
48	Lujan	Rosalie	GDOE
49	Mendiola	Ruth	GDOE
50	Mesa	Jose	GDOE
51	Mesa	Lucia M.	GDOE
52	Perez	Marilyn	GDOE
53	San Nicolas	Hilbert H.C.	GDOE
54	Santos	Carmen	GDOE
55	Tainatongo	Barbara J.M.	GDOE
56	Taitague	Lourdes	GDOE
57	Taitano	Sera C.	GDOE
58	Teria	Jimmy	GDOE
59	Uncangco	Sara M.	GDOE
60	Weger	Diana	GDOE
61	Aguon	Baltazar	General
62	Bakkar	Aisha	General
63	Balicha	Samson	General
64	Ballendorf	Heidi	General
65	Barretto	Carlos	General
66	Camacho	Kumiko	General

## CONFERENCE ATTENDEES

#	Last Name	First Name	Organization
67	Camacho	Shawn	General
68	Castro	Ron	General
69	Cing	Deborah	General
70	Cruz-Denight	Kristine	General
71	Denight	Camille	General
72	Denight	Jon Nathan	General
73	Diego	Michelle	General
74	Dues	Justin	General
75	Eclavea	Leah	General
76	Flores	Chris	General
77	Gardner	Sherrill	General
78	Gray	Douglas	General
79	Greuling	Josette	General
80	Harris	Corey	General
81	Hartless	Harmony	General
82	Laguaña	Rosita	General
83	Lee	Regine Biscoe	General
84	Leon Guerrero	Jillette	General
85	Lizama	Ben	General
86	Lujan	Pinki	General
87	McDonald	Bill	General
88	Makio	Michael	General
89	Ngirailid	Esther	General
90	Pablo	Marie	General
91	Pablo	Tina	General
92	Pereda	Joseph C.	General
93	Pereda	Leigh G.	General
94	Perez	Mary	General
95	Perez	Tiara	General
96	Polley	Alex	General
97	Price	Brian	General
98	Roman	Angelina S.	General
99	Sablan	Jonathan R.	General

## CONFERENCE ATTENDEES

#	Last Name	First Name	Organization
100	San Nicolas	Sonia	General
101	Sawada	Fumio	General
102	Smith	Korey	General
103	Suobiron	Sonia	General
104	Tinsay	Nely	General
105	Travers	Martie	General
106	Unpingco	Bert	General
107	Uslander	Carly F.	General
108	Ada	Jennifer	GHRA
109	Aoyama	Kazu	GHRA
110	Aquiningoc	Tina	GHRA
111	Atoigue	Michelle	GHRA
112	Borja	Ana-Marie	GHRA
113	Castro	Rose	GHRA
114	Cruz	Trina L.G.	GHRA
115	Dahilig	Larry	GHRA
116	Damian	Marcia	GHRA
117	De Guzman	Chito G.	GHRA
118	Del Rosario	Marissa	GHRA
119	Diaz	Lisa	GHRA
120	Dote	Katherine	GHRA
121	Esteves	Tina C.	GHRA
122	Faasuamalie	Rolenda	GHRA
123	Falan	Louis	GHRA
124	Garcia	BinaJo	GHRA
125	Goo	Charlene	GHRA
126	Guerrero	Marie N.	GHRA
127	Gutierrez	Nicole	GHRA
128	Hendricks	Luna	GHRA
129	Hiyoshi	Jun	GHRA
130	Hoare	Charlie	GHRA
131	Jinnai	Masako	GHRA
132	John Borja	John	GHRA

## CONFERENCE ATTENDEES

#	Last Name	First Name	Organization
133	Koshiba	Elfrieda	GHRA
134	Llaneta	Rey	GHRA
135	Loughlin	Angelica	GHRA
136	Mendoza	Emilie	GHRA
137	Nahalowaa	Leianna	GHRA
138	Palsis	Chong	GHRA
139	Panes	Lea	GHRA
140	Perez	Margie	GHRA
141	Priesnitz	Nicolaus	GHRA
142	Quinene	Maho	GHRA
143	Ramos	Kristin	GHRA
144	Roberto	Nicol	GHRA
145	Sablan	Crystal	GHRA
146	Schweizer	Jeffrey	GHRA
147	Shedd	Sheila	GHRA
148	Sibley	Scott	GHRA
149	Skibang	Yuriko	GHRA
150	Trevino	Evaristo	GHRA
151	Barcinas	Rosanna	GPT
152	Murphy	Shannon	Guampedia.com
153	Nauta	Rita	Guampedia.com
154	Tolentino	Dominica	Guampedia.com
155	Pereda	Nathalie	Guampedia.com
156	Ada	Doris	GVB
157	Arriola	Theresa	GVB
158	Camacho	Kraig	GVB
159	Camacho	Joann	GVB
160	Crisostomo	Jennifer	GVB
161	Flores	Judy	GVB
162	Hernandez	Dee	GVB
163	Hitosis	Charlene	GVB
164	Lawson	Amanda	GVB
165	Leon Guerrero	Nadine	GVB

## CONFERENCE ATTENDEES

#	Last Name	First Name	Organization
166	Lujan-Sellers	Sonja	GVB
167	Mesa	Monte	GVB
168	Mindo	Jeff	GVB
169	Munoz	Miranda	GVB
170	Nedlic	Regina	GVB
171	Pangelinan	Elaine	GVB
172	Sugawara	June	GVB
173	Sykes	Carlen	GVB
174	Taimanglo	Nathan	GVB
175	Torres	Haven	GVB
176	Yoshino	Hayato "Jack"	GVB
177	Blas, Jr.	Hon. Frank	Legislature
178	Carlson	Michael	Legislature
179	Duenas	Hon. Chris	Legislature
180	Leon Guerrero	Angela	Legislature
181	Lloyd	Bruce	Legislature
182	Mendiola	Tanya	Legislature
183	Muña-Barnes	Hon. Tina	Legislature
184	Okada	Anjelica	Legislature
185	Okada	Tina	Legislature
186	Onedera-Salas	Selina	Legislature
187	Respicio	Hon. Rory	Legislature
188	Santos	Eugene	Legislature
189	Silva-Taijeron	Hon. Mana	Legislature
190	Tupaz	Roberto	Legislature
191	Blas	Hon. Nonito	Mayor's Council
192	Blas	Hon. Roke B.	Mayor's Council
193	Castro	Maggie	Mayor's Council
194	Chargualaf	Hon. Ernest	Mayor's Council
195	Diego	Tom	Mayor's Council
196	Flores	Hon. Ronald	Mayor's Council
197	Gogue	Hon. Jessy	Mayor's Council
198	Gumataotao	Hon. Vicente	Mayor's Council



## CONFERENCE ATTENDEES

#	Last Name	First Name	Organization
199	Lizama	Hon. Robert	Mayor's Council
200	Rivera	Hon. Louise	Mayor's Council
201	Sablan	Angel R.	Mayor's Council
202	Savares	Hon. Melissa	Mayor's Council
203	Taitague	Hon. Franklin M.	Mayor's Council
204	Taitague	Hon. Vicente S.	Mayor's Council
205	Tayama	Hon. Carol	Mayor's Council
206	Acfalle	Sheena Rose	UOG
207	Agahan	Eileen	UOG
208	Atalig	Severina S.	UOG
209	Balajadia	Regina M.	UOG
210	Benavente	Rita	UOG
211	Blas	Bonita	UOG
212	Blas	Juan	UOG
213	Cruz	Andria B.	UOG
214	Diego	Terence	UOG
215	Goetzfridt, Ph.D.	Nicholas	UOG
216	Hudson	Sasha	UOG
217	Mantanona	JamieLynn	UOG
218	Martinez	Mario	UOG
219	Mendiola	Victoria	UOG
220	Muna-Barnes	Jathan	UOG
221	Onedera	Bobby	UOG
222	Onedera	Peter R	UOG
223	Perez	Jonathan	UOG
224	Quichocho	Jelene E.	UOG
225	Quintanilla	Meilani	UOG
226	San Nicolas	Carmen C.D.	UOG
227	San Nicolas	Joseph	UOG
228	Yamashita	Angelina	UOG
<b>ON SITE REGISTRATION</b>			
229	Hernandez	Patti	CAHA
230	Cameron	Joseph	DCA

## CONFERENCE ATTENDEES

#	Last Name	First Name	Organization
231	Palomo	Simeon	DCA
232	Cruz	Maria	GDOE
233	Garcia	Julie	GDOE
234	Quenga	Annie	GDOE
235	Ritter	Gordon	General
236	Sanchez	Anthony	General
237	Lujan	Chris	General
238	Lujan	Jack	General
239	Gomard	Nathan	General
240	Dela Pena	Dee	General
241	Camacho	becky	General
242	Muna	Kel	General
243	Muna	Don	General
244	Thee	John	General
245	Blaz	Juanita	General
246	Mendiola	Doreen	General
247	Kottermair	Maria	General
248	Shilling	Lucia	General
249	Jinnai	Azusa	General
250	Park	Chi Hyong	General
251	San Nicolas	Vince	General
252	Cruz	Minna L.G.	General
253	Hendrizz	Gary	General
254	Rodriguez	Grace	General
255	Aguon	Dee	General
256	Youniz	Paz	General
257	Iriarte	Leonard	General
258	Siguenza	Susan	General
259	Fejeran	Albert	General
260	Laguana	Rosita	General
261	Card	Phil	General
262	Card	Annie	General
263	Cruz	Dana	General

## CONFERENCE ATTENDEES

#	Last Name	First Name	Organization
264	Abonales	Leann	General
265	Weger	Deborah	General
266	Story	Jane	General
267	Bigler	Maxine	General
268	Onglao	Arlina	General
269	Berman	Ruth	General
270	Benavente	Tony	General
271	Singleton	Vanessa	General
272	Aguon	Bernie	General
273	Aguon	Joann	General
274	Champaco	Peter	General
275	Camacho	Yuriko	General
276	Delin	Jaylene	General
277	Delin	Romeo	General
278	Villanueva	Illegible	General
279	Castro	Flora	General
280	Casey	Tom	General
281	Cortez	Raquel	GHRA
282	Hart	Therese	Media
283	Quitugua	Joleen	PaA
284	Quitugua	Richard	PaA
285	Treltas	Tiara	PaA
286	Quenga	Jamier	PaA
287	Bejado	Chris	Proa
288	Naburn	Albert	Vendor
289	Rosario	Jose	Vendor
290	Rosario	Elizabeth	Vendor
291	Sayrs	Viki	Vendor
292	Bejado	Tom	Vendor

