



Association of Government Accountants Guam Chapter

Advancing Government Accountability

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Minutes of the Chapter General Membership Meeting
Wednesday, January 30, 2008, 12 Noon
Le Premier Restaurant Onward Beach Resort Tamuning

1. Call to Order: President Matthew Quinata called the meeting to order at 12:18 PM
2. Opening Ceremonies – National Anthem and Guam Hymn
3. Approval of Minutes – December 2007 minutes tabled until February 2008 meeting.
4. Treasurer's Report - \$55,462 ending net assets as of December 31, 2007 was approved by the membership subject to audit. \$51,842 is Cash in Bank. \$300 Accounts Payable.
5. Committee Reports
 - a) Membership Committee
 - b) Community Service Committee
 - c) Education Committee – Performance Measurement & Measurekit instructed by Drummond Kahn was held on January 23-24, 2008 held at the Hyatt. Thank you for all those who attended the training.
 - d) PEIC 2008 – Still finalizing the schedule and speakers. The committee is also trying to bring the CGFM review course and gathering interested people who will participate by March 31, 2008.
 - e) Awards Committee
 - f) CGFM Committee
6. Guest Speaker – Jason Salas, KUAM Web Development Manager, News Anchor
 - Jason shared that KUAM's web was launched in 1997 and went through multiple modifications in 1999, 2002 and 2006.
 - KUAM's web has about 30,000+ articles, 43,000+ user-submitted images. There are about 20 million page review per month and averages 2,100+ of daily search queries. It's capable of 8 GB video, 1 GB audio, 700 MB PDFs.
 - The hits from KUAM's web are about 68% of from off-island, 83% from U.S. mainland/Hawaii. The average viewing session: 12 minutes, 33 seconds. Users visit 8.2 pages per session, and average 3.6 sessions per day. KUAM web is among the region's most-read publications.

- Jason shared that the news business may be extremely easy to get into, but phenomenally difficult to be good at. Audience expectations monumentally high and users deserve better ways to experience information. He added that there is one chance to get it right.
- The Web is mass media's Great Equalizer and there is a constant battle for eyeballs. It is nearly impossible to keep up.
- News was the first industry the Internet really touched. Print medium has been dying for years and radio's business model is horrendous. TV already heading down the same path- *It's not the profession, it's the platform.*
- Doing online news right means you have to be really, really, really good. News sites are perpetually unfinished projects. The Web's most complex sites deal with news frequency, syndication, volume, search, responsiveness, deep linking, multimedia, breadth of performance, and device support.
- To maintain a winning website, KUAM concentrate on customers, not competitors where audiences gravitate towards conversational media. Having a user-driven content is key and understanding the volume and scale.
- Jason also shared web challenges. One of them is that Guam isn't the epicenter of anything, least of all high technology. Many technologies don't translate into sustainable local businesses. Local companies don't market their sites effectively. Specifically, most local online entrepreneurs don't think big or pragmatically and lack vision & solid strategy.
- Most Guam consumers also are not technically sophisticated and have limited choice for consumer electronics. Guam is also grossly deficient in computer science as Philippines & Saipan both way ahead of us.
- Jason shared the seven secrets to their success being: (1) branding; (2) innovation; (3) 360-degree experiences; (4) Philanthropy; (5) hiring very smart, very passionate people; (6) crazy enough to try anything once; and (7) we eat our own dog food.

7. Other Announcements

- a) New AGA Member Anita Arile from DOA Division of Accounts.
- b) Visit AGA Guam Chapter Wesbite @ aga.guam.net
- c) Pacific Emerging Issue Conference on July 8-11, 2008 at the Guam Marriott.
- d) Donations for GAIN – dog food, kitty litter, and canned dog and cat food.

8. Next Meeting – Wednesday, February 27, 2008 at Le Premier Restaurant Onward

9. Adjournment – Meeting adjourned at 1:15 PM.

Minutes Prepared by:

/s/ Maripaz N. Perez
 AGA Secretary