



Association of Government Accountants Guam Chapter

Advancing Government Accountability

361 S. Marine Corps Drive Tamuning, Guam 96913-3911
Tel: (671) 646-3884 x 249 Fax: (671) 649-4265

Rodalyn Marquez, CPA, CIA,
CGFM
President
Jojo Guevara
President-Elect
Mark Alviz
Secretary
Thomas Paulino, CPA, CGFM
Treasurer
Matthew Quinata
Past President

Minutes of the Chapter General Membership Meeting Wednesday, March 25, 2009, 12 Noon Manhattan Steakhouse – Guam Marriott Resort

1. Call to Order: President Rodalyn Marquez called the meeting to order at 12:25 PM
2. Opening Ceremonies – National Anthem and Guam Hymn
3. Introduction of Guests – Guam Visitors Bureau’s General Manager, Gerry Perez
4. Approval of Minutes – February 2009 minutes approved subject to corrections.
5. Treasurer’s Report – For the month ended February 28, 2009, we have total assets of \$71,949 of which \$56,223 is Cash in Bank and \$15,726 in Accounts Receivable. For the month ended February 2009, we realized an overall increase in net assets of \$16,512.
6. Committee Reports:
 - a) Membership Committee – AGA currently has 124 members. Please renew memberships by March 31st, 2009. Also presented were the members who were potential candidates for next month’s PDC raffle.
 - b) Education Committee – Maripaz reported that they received the official CPE CGFM certificates and will be dropping these to different areas for members to pick up.
 - c) Early Careers – Career day at Simon Sanchez on 4/16/09. If members are interested to be guest speakers, check Kristine. JAS fundraiser – school-kind cookies for \$5.00.
 - d) Community Service Committee – Llewelyn reported that they are in the process on planning the 5K run which will be held on June 6, 2009. The route will still be the same route at Chamorro Village. If members are interested to help out, check Llewelyn. 5K meeting tonight at Java Junction 5:30.
 - e) CGFM Committee – March is CGFM month as declared by AGA National. Jojo congratulated the AGA members who were CGFM’s.
 - f) Awards Committee – Four applications we are working on: CGFM, Education and Community Service, Chapter Service. Highlights can be viewed on the website or on the latest AGA newsletter.
7. Guest Speaker: Guam Visitors Bureau’s General Manager, Gerry Perez

- Mr. Perez's presentation titled, "Repositioning the Guam Destination Brand", started off with a case study regarding Guam's Tourist industry. It was discussed that our economy was Japan driven, which lasted for 34 years; but the strategic outlook does not look good.
 - Mr. Perez mentioned that an important goal is to diversify the market and increase repeat visitors. Guam became a low yield, volume-driven destination. He states that the good news is that Guam is a well-known destination; however, the bad news is that Guam is also known as a cheap destination.
 - Mr. Perez shared that we need to reposition to a more sophisticated beach resort and retool distribution channels. He mentioned that from FY05 to FY08, Guam was moving towards a higher income demographic.
 - Guam has become a price-driven destination instead of a merit-driven destination. Mr. Perez shared that in the short term, we can do a lot to change the image of Guam by our marketing image and our marketing message, which is basically to show the real Guam through different communication channels.
 - Mr. Perez pointed that we should not try to be something we are not. We need to do something that is naturally Guam, such as the Mango Festival, a basketball game, a baseball game, etc. We also need to focus on the fundamental things to help Guam's image, such as, trimming the sidewalks, cleaning the public restrooms, paint the walls, etc.
 - Mr. Perez ended his presentation by noting that growing the market for repeat visitors can add great value to our economy.
8. Raffle – Matthew Quinata won the raffle for free lunch for the March 2009 meeting.
 9. Other Announcements – Officer Nominations: President-Elect – Thomas Paulino, Treasurer – Yuka Cabrera, and Secretary – Gloria Travis. During the next general meeting, the officer election will be held.
 10. Next Meeting – Wednesday, April 22, 2009 Location - TBA
 11. Adjournment – Meeting adjourned at 1:25 PM.

Minutes Prepared by:

/s/ Mark V. Alviz
AGA Secretary