

Sharing the Håfa Adai Spirit with Our Visitors and Each Other

# Håfa Adai Everyday

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## HÅFA ADAI PLEDGE SIGNING



**HÅFA ADAI PLEDGE SIGNING HELD SEPTEMBER 1, 2015 AT GUAHAN INSURANCE OFFICE IN AGANA:** (Left): **Sharlene Cruz**, marketing director, Playport Guam; **Angela Mendiola**, General manager, Playport Guam; **Yuka Oguma**, assistant general manager, Guahan Insurance Services Inc.; **Brent Butler**, president, Guahan Insurance Services Inc.; **Randy Biscoe**, vice president, Guam Public Safety Educators, are joined by **Josh Tyquiangco** public information officer, Guam Visitors Bureau.



**HÅFA ADAI PLEDGE SIGNING HELD SEPTEMBER 3, 2015 AT THE GUAM ART EXHIBIT, AGANA SHOPPING CENTER.** (1st row left) **Fawn Tuncap**, owner, Canvas by Fawn; **Baltazar J. Bell**, local artist; **Joseph Certeza**, local artist. (2nd row left) **Jayton Okada**, local artist; **Telo T. Taitague**, acting general manager, Guam Visitors Bureau; **Myracle Mugol**, coordinator and local artist, Guam Art Exhibit; and **Josh Tyquiangco**, public information officer, Guam Visitors Bureau. (3rd row left) **Lindsey Kane**, local artist; **Joshua Agerstrand**, curator and local artist, Guam Art Exhibit; **Austin Domingo**, local artist; **Marcus Villaverde**, local artist; and **Maria-Loralyn Romulo**, owner, Lorzalyn Artistry.

## KAO UN TUNGO'? (Did you know?)

### Animism

### Ancient religious philosophy

Animism is the belief that everything in nature – living and non-living – contains a spirit or soul. In ancient Chamorro society, the Chamorros held animism as a religious philosophy that supported the concept of the interconnectedness between people and nature. All native cultures practice some aspect of animism. The Chamorro legend of Chaife, an evil underworld lord, brought in elements of animism to explain natural phenomena such as tidal waves and typhoons as Chaife tried to destroy a soul which he mistakenly believed escaped during his creation of it. Animism is further exemplified in the Chamorro people's reverence of the tronkon nunu (banyan tree) believed to be the dwelling place of taotaomo'na that Chamorros believe were "the people of before; the ancestral spirits that inhabited the earth along with the living." Further examples of how semblances of the ancient practice of animism has prevailed throughout the centuries is shown when a person of Chamorro descent – or those who have lived in Guam or the Mariana Islands – will ask for permission in the form of a chant before entering the hālomtāno' (jungle) or relieving themselves in the jungle. It is believed that the taotaomo'na that inhabit the space will cause them harm or make them fall ill if they do not show the proper respect for the land.



Taotaomo'na.

By Ric Castro

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## LIVING THE HÅFA ADAI PLEDGE

**Lotte Hotel Guam recognizes the importance of supporting the continuous effort of GVB to protect, promote, preserve, and most of all, honor the culture of Guam.**



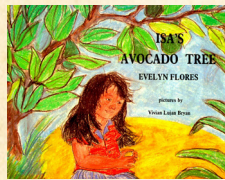
Bowings are the traditional greeting in East Asian, particularly in Japan, Korea, Taiwan, China and Vietnam.

The Lotte Hotel Guam joined the Håfa Adai Pledge program last November 6, 2014. The Håfa Adai Pledge program is a cornerstone of the Guam Visitors Bureau's local community branding campaign. Lotte Hotel is a Korean Hotel chain and Guam is its first U.S. destination. The hotel is known for its ultimate luxury and unforgettable stay. While greeting Håfa Adai and waving and shaking hands are common practice on the way we show our Håfa Adai Spirit on Guam. The most respectful bowing is called keunjoo ("big bow").

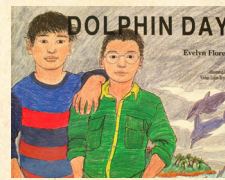
At Lotte Hotel Guam, bowing the right way is part of the training. Both greeting and departing starts with a warm Håfa Adai, then bowing. The bows originate at the waist and are performed with the back straight and the hands at the side (for men) or clasped in front (for women) with the eyes down. The longer and deeper the bow, the stronger the emotions or the more respect. Bows can be generally divided into three main types; informal, formal, and very formal. The bows are executed at about a fifteen degree angle and more formal bows at approximately forty five degree. It is the hotel's way to promote, preserve, respect and most of all honor both cultures.

## GUAMPEDIA: Evelyn Flores

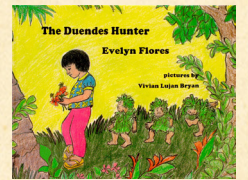
### Writing from an indigenous perspective



Isa's Avocado Tree



Dolphin Day



The Duendes Hunter



Evelyn Flores

Photos by Evelyn Flores

becomes, she finds time to write. Writing, however, has also fulfilled other needs in her life. The lack of picture books about Chamorro children motivated her to author and publish three children's books, The Island Cousins Series, to share experiences about the island and to explore issues of Chamorro identity.

In 2002, Flores became involved in a genealogy project of her family which included one of the major clans of Guam, the Cabesa Clan. The Cabesa project revealed to Flores how her family became Protestants on an island almost totally Catholic. As a scholar she was intrigued with the oral histories and these stories matched or conflicted with "official" stories of the missions. Through her work, she felt good to be able to carve out spaces for local stories to be told. Flores is married to Max Mays, with whom she has two daughters. Besides teaching at the University of Guam, she is currently working on the first anthology of indigenous literature from Micronesia and completing a book that explores indigenous perspectives of a crucial series of events from World War II, when Guam was captured and occupied by the Japanese. That need for more published primary works by Pacific Islanders is what, Flores says, drives her vision, her goals and her projects. She urges island people today to write their experiences down and publish them. The world, she asserts, needs to hear "the whole story," yours and mine.

[guampedia.com](http://guampedia.com)

For more, Click to know! Guampedia:  
<http://www.guampedia.com/evelyn-flores/>

**CHAGI CHAMORRO**

*suruhānu*

**Chamorro medicinal healer**

## Get featured in the next newsletter!

Please submit Living the Håfa Adai Pledge features and photos to [hafaadai@visitguam.com](mailto:hafaadai@visitguam.com)

The Håfa Adai Pledge seeks to continually promote Guam's unique culture by sharing the Håfa Adai Spirit and making Guam a great place to live, work, and visit!

Take the Håfa Adai Pledge today! For more information, call 646-5278 or email [HåfaAdai@visitguam.org](mailto:HåfaAdai@visitguam.org).



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