



REGULAR BOARD MEETING  
GVB MAIN CONFERENCE ROOM, 4:00PM  
THURSDAY; August 11, 2011

**Board of Directors Present:**

Chairman Monte Mesa	Vice-Chairman Mark Baldyga
Hope Cristobal	Theresa C. Arriola
Hayato (Jack) Yoshino	Judy Flores
Bruce Kloppenburg	Nathan Taimanglo
Carol Tayama	Rizk Saad

**Board of Directors Present Telephonically:**

**Board of Directors Absent:**

N. Oscar Miyashita  
Eduardo (Champ) Calvo  
Jennifer Crisostomo

**GVB Management and Staff Present:**

Joann G. Camacho	Nathan Denight	Pilar Laguana
Nadine Leon Guerrero	June Sugawara	Gina Kono
Rose Cunliffe	Regina Nedlic	Laurette Perez
Kraig Camacho	Felix Reyes	Jessica Peterson
Janel Perez		

**Guests:**

❖ **Proceedings:**

Meeting called to order at 4:07 p.m. by Chairman Mesa.

Review of the previous Regular Board minutes dated July 28, 2011.

- **Motion made by Director Cristobal, seconded by Director Arriola to approve the minutes of July 28, 2011.**  
**Motion approved (subject to correction).**

❖ **Chairman's Report:**

- Chairman Mesa stated that there would be an update on the issue with Chamber of Commerce that was discussed at the last board meeting. He stated that Director Kloppenburg would update the board under the New Markets report.

❖ **General Manager's Report**

- Copies of General Manager Joann Camacho's report were distributed to all Board members present during the meeting.
- GM Camacho inquired with Director Yoshino if Obon (Buddhist festival) was starting today or tomorrow.
- Director Yoshino replied today.
- GM Camacho stated that she heard positive news from the retail industry. She also stated that the hotel industry should expect positive numbers.
- Pilar Laguana stated that one charter came in.
- Chairman Mesa inquired if that was from Korea or China.
- P. Laguana replied that it came from China.



- Chairman Mesa inquired if the charters out of Korea and the other cities were scheduled and would be coming in for the summer.
- GM Camacho replied yes.
- Chairman Mesa also inquired if the Continental charter started service out of Taiwan.
- P. Laguana responded that they have started their charters.
- Chairman Mesa stated that Fly Guam launched their Palau route and made new announcement that they would add a route from Palau to Taiwan.
- GM Camacho added that Fly Guam purchased a second aircraft.
- P. Laguana stated that Fly Guam would expand service into the Philippines and Taiwan.
- Chairman Mesa stated to GM Camacho to arrange strategic planning sessions, so the board and the Bureau would have direction on how to proceed with the next 5 to 10 year planning.
- Chairman Mesa stated that he had a meeting with GM Camacho and DGM Denight and that there are ideas to pursue.
- Chairman Mesa suggested for GM Camacho to prepare notices for the board members to participate in the board sessions for directions with the initiatives that were reviewed from the last Five Year Strategic Plan and take it to the next five years.
- GM Camacho stated that she would prepare a schedule and communicate with the board.
- GM Camacho stated that Saipan completed their strategic plan, which consisted of a short and long term plan. She stated that Saipan spent around \$300,000.
- GM Camacho stated that Hawaii did a strategic plan a few years ago and recommended that the Bureau not do a ten-year plan, because they felt that the market constantly changes and the Bureau would be wasting money.
- GM Camacho stated that she had spoken to Joseph Diego with U.S.D.A. and there would be a way to get a grant to do one and they could give the Bureau \$50,000 to do planning that relates to economy.
- Director Kloppenburg added that the Bureau prepared the Five Year Strategic Plan internally and wasn't outsourced.
- P. Laguana responded that it was Gerry Perez and Ernie Galito.
- GM Camacho added that she would inquire with Joseph Diego and possibly he would give the Bureau ideas outside of the box.

#### ❖ **Report of the Treasurer:**

- **Cash Position Report:**
  - Cash report as of August 8, 2011.
  - Total cash in banks report (as of 8/8/11) \$4,253,878.29
  - Total allotment received to date: \$9,539,061.00
- Director Cristobal stated to the board that the Cash Report was sent out via email prior to the meeting.
  - Chairman Mesa stated that by reviewing the report the Bureau has cash flow.
  - Chairman Mesa stated that there are two months remaining and that the Bureau has allotments pending.
  - Chairman Mesa inquired with GM Camacho if the Bureau would receive the full allotment and if accounting was tracking the TAF funds reported by the hotels, so that we would be tracking the projected TAF.
  - GM Camacho responded that she and Rose Cunliffe felt comfortable that the Bureau would end on budget and that would include the 10% reduction. She stated as far as meeting our operational cost, the Bureau would need some adjustment within the categories and shifting the money from one category to another, but overall felt that the Bureau would be on track.
  - GM Camacho stated that as far as the FY2012, she has not heard from Senator Tina Muña Barnes as to when the meeting would be. She stated that there is still discussion that if the TAF projection were within the Bureau's request then there would be no budget hearing.
  - Director Arriola added that she wanted to inform the board that the Legislature would be going into session on Tuesday.

- Director Arriola stated that the Legislature would be doing a committee as a whole versus doing public hearings. She stated that the Legislature's priorities are the bond payments and that GVB would be next in line.
- GM Camacho added that Senator Muña Barnes was working on the budget submitted and approved by the board versus this year's budget.
- Director Arriola added that because Legislature would be going into session on Tuesday and vote on the budget Friday. Director Arriola recommended that the board and Bureau monitor these sessions.
- Director Kloppenburg inquired if the Legislature would be voting on the budget as a whole.
- Director Arriola replied the budget act not specifically GVB.
- Director Arriola added that the way the Legislature would be handling the budget is that Education is one and the rest of the government, which GVB falls under would be handled next week.
- Director Arriola stated that if GVB doesn't get a public hearing, she recommended that GVB would need to be on top of the Senator's office or monitor the sessions.
- Director Arriola added that if the Legislature calls committee of the whole GVB would need to be ready, however she stated that the other government agencies would be more of a concern in light of the recent news of government realignment.
- Director Kloppenburg inquired with GM Camacho if we've heard from Department of Administration.
- GM Camacho replied that she would update the board in executive session.
- Director Cristobal advised that the board and Bureau to watch out on the hot bond monies because the movement around of those monies might happen.
- GM Camacho stated that the Bill was very clear in stating that \$27 million would go to the museum.
- Director Cristobal stated that the rest of projects were not allotted any monies.
- GM Camacho stated that GEDA would be assigning a Project Manager (PM) on August 22<sup>nd</sup>. She stated that Director Cristobal and her would be working closely with GEDA and would update the board.
- Chairman Mesa reiterated that moving forward as part of the Treasurer's Report, if we could get the information on the TAF on what is being reported and collected. He stated by subtracting \$7 million each month we could determine the remainder of funds and see what could be funded according to our plan.

❖ **Report of the Board Committees:**

**A. The Strategic Advisory Council:**

- Nothing to report.

**B. Administration/Government Relations:**

- Director Cristobal stated that there was nothing to report, however she wanted to inform the board that the future Project Management Officer would be decided August 15<sup>th</sup>.

**C. Executive Committee:**

- Nothing to report.

**D. Japan Marketing:**

- Vice-Chairman Baldyga stated that he wanted to make the board aware of and receive feedback on the new budget that would be roughly \$4 million for marketing that is under ADK. He stated that the most expensive line item is the television production program, which would be \$1.3 million.
- Vice-Chairman Baldyga stated that TV that GVB have done in the past were brand building in the form of television spots.
- Vice-Chairman Bladyga stated that due to the limited budget the amount and quantity of those TV spots are limited.
- Vice-Chairman Baldyga stated that his committee wanted to message about quality. He stated that it has been brought up that a lot people have an old perception of Guam from fifteen years ago and that ADK thought of an infomercial advertorial approach might make more sense.

- Vice-Chairman Baldyga stated that ADK proposed that GVB do a series of twenty-five 4 to 5 minutes spots on broadcast digital television, which would be a lower reach but it would still be 30 million households. He stated that peak period time for that would be about 6% of those viewers, which would be 1.8 million viewers if we got the peak. He added that this was still in negotiation with the broadcast company.
- Vice-Chairman Baldyga stated that ADK proposed to produce a television series, fly talent to Guam, and shoot everything on Guam that the Bureau layout.
- Vice-Chairman Baldyga stated that there are advantages; first would be to shoot in HD, so it would give a good perception of quality; secondly GVB would end up with a lot of raw content which could potentially be used on GVB's website and members could potentially utilize.
- Vice-Chairman Baldyga stated that the major discussion was trying to debate the rights for that. ADK insisted that the TV Company should own the rights, however Vice-Chairman proposed that GVB could get the license that goes beyond the use of just TV.
- Vice-Chairman Baldyga commented that if GVB spends \$1.3 million, he would like to get the content that comes out of that.
- Vice-Chairman Baldyga also suggested to create a dedicated website that links in to it with streaming videos on YouTube and the ability for consumers to upload their own and use that content. He stated that GVB could have a contest for consumers on who creates the best slide shows.
- Vice-Chairman Baldyga stated that \$1.3 million out of a \$4 million budget is a significant part and also stated that TV has always been a significant part. He believes that this is a more effective use.
- Vice-Chairman Baldyga suggested another option GVB could do would be to insert 30 second commercial spots for any member to purchase to put their commercial in. Vice-Chairman Baldyga proposed that this would be a great opportunity for the airlines and agents to put a call into action in the form of infomercial.
- Vice-Chairman Baldyga stated that the major pieces and components of the ADK plan would be expensive. He wanted to share this with the other board members for thoughts or feedback about the concept.
- Nadine Leon Guerrero added that TV commercials in the past aired approximately 4,000 times across three different cities.
- Vice-Chairman Baldyga stated that he wanted ADK to come back with a grid that shows the number of viewers or impressions that GVB had in the old format versus the proposed format and the cost per impressions, so we would have that information before a decision would be made.
- Director Kloppenburg stated that HTM would be coming out with a Japan Volunteer Tour. He stated that he gave a copy to N. Leon Guerrero.
- Director Kloppenburg thought that GVB should participate. He also stated that it would be right after JATA and that GVB would already have a presence there.
- Director Kloppenburg stated that it would be a 4-night 5-day tour that would be going into the stricken areas. He also stated that there would be a lot of media coverage.
- Director Kloppenburg stated that N. Leon Guerrero informed him that we might be able to get Governor Calvo, because he would already be in the general area. He stated if that would happen the publicity Guam would receive would be all over the place.
- Director Kloppenburg stated to Vice-Chairman Baldyga that he wanted to give the invitation to him and to take it to his committee, because this would need to be fast tracked.
- Vice-Chairman Baldyga responded that he would do it via email.
- Director Kloppenburg stated that he would try to get the Chamber to participate in the tour, so Guam would have a participation in this program.
- Vice-Chairman Baldyga asked N. Leon Guerrero to update the board about the Hafa Adai Study Tour that took place in July.
- N. Leon Guerrero stated that out of this Study Tour, one group planner would be coming in February 2012 with 1,200 pax.
- Vice-Chairman Baldyga inquired about the economic impact.
- N. Leon Guerrero replied that visitor spend right now for FY2011 is at \$544 and that times 1,200 pax would be \$652,000.
- Vice-Chairman Bladyga stated that the entire Hafa Adai Study Tour budget was \$22,000.

**E. Korea Marketing:**

- Korea was reported by GM Camacho (GM's Report).

**F. Existing Markets:**

- Nothing to report.

**G. New Market Development:**

- Director Kloppenburg stated that a charter flight arrived on August 6, 2011 and departed August 11, 2011. He stated that the seat capacity was 152 and 108 were confirmed.
- Director Kloppenburg stated that they would conduct the first series of China exit surveys with this flight.
- Director Kloppenburg stated that this week in China marked the 800,000 U.S. visa recipients in China in the past twelve months, which was held on August 8<sup>th</sup>. He stated that GVB sponsored a prize, which was a round trip ticket with accommodations to Guam and this was in collaboration with the Shanghai Consulate.
- Director Kloppenburg stated that he was informed that since the opening of the Shanghai Consulate Office February 2004 they have issued more than 1 million visas.
- Director Kloppenburg stated in the Marketing Representative Services, the RFP went out on August 5<sup>th</sup> and the deadline to respond would be September 9<sup>th</sup>. He stated that this was sent to over a dozen different companies.
- Director Kloppenburg stated that as mentioned at the last board meeting the Bureau would be separating HongKong and China. He stated that the current representative was representing both of them, but the Bureau doesn't have a presence in China.
- Director Kloppenburg added that we've reached the point where we need to start the process about having a dedicated representative in that location.
- Director Kloppenburg stated that the next committee meeting would be scheduled for September 2<sup>nd</sup>.
- *Director Kloppenburg updated the board regarding the media's report on the Chamber of Commerce's presentation to the Department of Defense in Washington, DC on their white paper.*
- Director Kloppenburg stated that the white paper was prepared for and created by the Armed Forces Committee (AFC) of the Chamber of Commerce in which it endorsed the military buildup.
- Director Kloppenburg stated that when AFC returned they made a presentation to the entire Chamber of which they showed the white paper, videos, and a power point presentation of their trip.
- Director Kloppenburg stated that at the presentation Lee Weber stood up and talked about the need for the military build up and reason for the military build up was China. L. Weber made a comment that China was an aggressive enemy that the U.S. should contain.
- Director Kloppenburg added that L. Weber caused some upset within the industry that an Executive Committee of the Chamber of Commerce was called to order to discuss the issue.
- Director Kloppenburg stated that he had a meeting along with the Chairman and Vice-Chairman of the Chamber and GM Camacho. He stated that he inquired with the Chairman and Vice-Chairman of Chamber if this was the official position of the Chamber of Commerce, because it wasn't the official position of the U.S.A.
- Director Kloppenburg stated that U.S.A. and China are trading partners. He added that Guam has tried very hard to get the visa waiver to cut the gap, because we want China to be our tourism partners.
- Director Kloppenburg stated that the end result was that Chamber of Commerce issued a statement in support of the China Visa Waiver, but added that the white paper was still floating around three-star Generals, two-star Admirals and the Under Secretary of Defense offices.
- Director Kloppenburg stated that Homeland Security and Congresswoman Bordallo were waiting for a response from DOD on their letter that they sent asking if DOD opposed Guam getting the China Visa Waiver.
- Director Kloppenburg stated that Rear Admiral Bushong gave a speech at the Membership meeting and stated that he was not opposed to the waiver.

- Director Kloppenburg stated that they were trying to get DOD to pick a side, which they thought they did. He stated that there was word getting around that Homeland Security was blaming Guam on not getting the visa waiver from DOD, which they are trying to get that cleared.
- Director Kloppenburg commented that the last thing Guam needed was the circulation of a document from Guam supported by Guam about how China needs to be contained and watched and that was the reason for the military buildup on Guam.
- Director Kloppenburg added that the Chamber stated that they support our position 100% and they were in favor of the China Visa Waiver. He stated that the Chamber would need to take a further step to revise their documents.
- Director Kloppenburg stated that he would approach Carl Peterson, who was a former board member of GVB that understood GVB's mission and how critical China is to Guam's tourism component moving forward.
- Director Kloppenburg stated that C. Peterson was appointed as Aide to the Secretary of the Army. He stated that it gives him access and it was similar to a three-star General position.
- Director Kloppenburg stated that he asked C. Peterson to work with the Bureau to get DOD on the Bureau's side to obtain the China Visa Waiver.
- Director Kloppenburg stated that this issue was still a work in progress and that everyone has to have the same message.
- GM Camacho inquired if he had met with C. Peterson.
- Director Kloppenburg replied that he had and would continue to talk with him.
- Vice-Chairman Baldyga added that it has been discussed that there was reluctance from Chamber to issue a revised version of the paper. He stated that there were ideas to come out with a new paper that is cosigned by GVB, Chamber of Commerce, and maybe the Administration, which talks about the support for the visa waiver and maybe within the context of that document they could retract or take a strong position.
- GM Camacho stated that she spoke with Paul Blas and that he would contact C. Peterson. She stated that P. Blas had offered pulling the white paper on the military off of the webpage.
- Director Cristobal shared with the board that she attended a Women's Conference in September 2009 and stated that the FBI said that there were no concerns with human trafficking in China. However, at the U.S. Attorney General Conference earlier this year the FBI stated that there was a concern. Director Cristobal stated that perhaps DOD concerns might be leading to FBI concerns.
- Director Kloppenburg stated that Guam has been tracking this information diligently and historically. He stated that every benchmark that the Federal Government has established China is underneath it in terms of rejection rates for visa, in terms of asylum requests, in terms of any activity that would be of concern to these agencies.
- Director Kloppenburg stated that we have visa waiver partners that have worst records than China.

- **Motion made by Director Flores, seconded by Director Arriola, to approve the GVB Marketing Manager and GVB Marketing Officer to attend the upcoming 2011 EXPAT Show Shanghai from September 16-18, 2011, in Shanghai, China.**

**(Estimated cost of travel is \$7,000.00 from the FY11 China Budget Acct. # CI-TTC076)**

**Motion approved.**

**Travel Expense:**

Airfare (2 GVB Staff: \$1,200 Estimated including daily taxes Guam-Shanghai-Guam)	\$2,400.00
Per Diem (\$360 x 4 days x 2 pax) + 1 day Meals & Incidentals (\$131 x 2 pax)	\$3,142.00
China Visas, unanticipated expenses	<u>\$1,458.00</u>
<b>Total Expense:</b>	<b>\$7,000.00</b>

**Background:**

The Expat Show Shanghai helps foreigners find all the information, products and services they need for life in Shanghai. The fourth edition of the Expat Show Shanghai will be hosted on Sept 16th, 17th and 18th, 2011, at the Shanghai Exhibition Center. Being the only show of this nature in Shanghai, it is devoted to provide services

and products to the expatriate community living or moving to Shanghai. Expat Show is thus the biggest annual event geared towards establishing face-to-face contact between companies and expatriates. Around 200 companies, both domestic and international, are joining the event to show their products and services.

While in Shanghai, the GVB Marketing Manager and GVB Marketing Officer will be conducting courtesy visits with travel partners, luxury online social media influencers and Expat organizations. They will also be holding a destination seminar for media and travel agents.

**Issue:** Board approval required for travel.

#### **H. Destination Management:**

- Director Saad stated that the committee met on August 4<sup>th</sup>.
- Director Saad stated that DPW would complete the Kmart signal light prior to the start of the school year for John F. Kennedy High School.
- Director Saad stated that some of the safety signs at Ypao Road have been completed and some were still in production. He stated that they were waiting on DPW's review, because there were certain issues where the signs were going to be placed.
- Director Saad stated that DPW would consult the issues with Guam Fire Department and Guam Police Department.
- Director Saad stated that the proposal for the San Vitores flooding was extremely high. He stated that DPW have been delayed with the RFP due to the consent decree of Lanyon Landfill and openings of the schools, but would prepare the RFP.
- Director Saad stated that the repairs for the roads are on hold. He stated that the friction test course was still an issue.
- Director Saad stated that DPW could not meet the range, however a representative from Hawaii's Federal Highway would work with Hawaiian Rock to see if they could give them latitude with the range. Hawaiian Rock bought the material according to specifications but the materials could not meet the test requirements.
- Director Saad stated that a decision would be made soon and once that happens we would see paving on San Vitores and Barrigada intersection.
- Director Saad stated that GPA was awarded the grant and Johnson Controls was contracted to complete the repairs for Tumon lights.
- Director Saad stated that Johnson Controls would be surveying the damages to get the total budget for the repairs.
- Director Saad stated that on August 8<sup>th</sup> he with Mayor Tayama, Mary Torre, and GM Camacho met with Civil Defense and Homeland Security regarding the tsunami warning system.
- Director Saad stated that the issue has been resolved with the Attorney General and there would be funds set aside for it.
- Director Saad stated that system testing would be done within two weeks, as well as the survey of locations.
- Director Saad stated that there are fifteen locations with sirens.
- Director Saad shared that there were two issues with locations, 1. Tumon Precinct: too low and the range of the siren would not be satisfactory, 2. JFK High School, which is not a Government of Guam property and would be once the construction company is paid.
- Director Saad stated that the Chinese park might be an option. He stated that all the other locations were satisfactory.
- Director Saad mentioned that Civil Defense gave them a time line and completion, which would be April 2012. He stated that he would see if completion could be expedited for the end of this year.
- Director Saad stated that there are funds available for surveillance cameras. He stated that they would have companies provide proposals to Civil Defense to install fifteen cameras.
- Director Saad shared with the board that out of sixteen cameras only one is operable.
- Director Saad stated that the next meeting would be scheduled for September 1<sup>st</sup>.

**I. Membership Development:**

- Director Kloppenburg stated that next meeting would be September 30, 2011 and the guest speaker would be a United Airlines representative.
- GM Camacho inquired about the increase in membership fees.
- GM Camacho stated that she would have GVB staff complete the study on what different organizations were doing, but stated that it would need to go through Legislation first.
- Director Kloppenburg recommended not to piece mail.
- Director Kloppenburg stated the Bureau would need to raise the issue to Membership, since the by laws would change.
- Director Kloppenburg recommended sending it to Membership via email and giving them time to respond back to the Bureau and then it could be voted at the following Membership meeting, and forwarded to the Legislature.

**J. Research:**

- Director Taimanglo stated that Research is going through evaluation RFPs for exit surveys.
- Chairman Mesa inquired for all markets.
- Director Taimanglo stated that they were done with Japan and Korea and next week would be China, Taiwan, and HongKong.

**K. Cultural Heritage & Community Outreach:**

- Director Arriola stated that their next committee meeting would be scheduled for August 15<sup>th</sup>.
- Director Arriola stated that September is the last month before the fiscal year and the committee would be working to get motions to the board to encumber any remaining funds, so it doesn't get swept away.
- Director Arriola stated that this was a standard operation at the end of fiscal year.
- Director Arriola stated that the committee would make an announcement sometime in September to the general public about grant monies being available.
- Director Arriola stated that these would be culturally tied tourism related grants that would be reviewed.
- Chairman Mesa announced to the board about the 2-day conference for the Guam Museum.
- Director Arriola added that it would be held August 30<sup>th</sup> and 31<sup>st</sup>.
- GM Camacho stated that an invite would be going out to all members of GVB and that this would be an opportunity for our stakeholders to listen and participate, since there have been requests for additional sites to see and the need for more cultural events.
- Director Flores added that the conference's theme would be business of culture and how to get people involved, which is an important item for discussion.

**L. Sports & Events:**

- Nothing to report.

❖ **EXECUTIVE SESSION**

- Chairman Mesa called an executive session to order.
- *Thereafter the Board returned to regular session.*

❖ **OLD BUSINESS:**

- *The revised GVB Social Media and Endorsement Policies were emailed to the board members prior to the meeting and a copy was placed in their binders.*
- GM Camacho stated that legal counsel reviewed the policies and that there was a slight change to the Endorsement Policy.

- **Motion made by Director Kloppenburg, seconded by Director Taimanglo, to approve the GVB Social Media Users Policy and the GVB Digital Social Media and Endorsement Policy.  
Motion approved.**



**Background:** While the GVB encourages all of its employees to join a global conversation, it is important for GVBers who choose to do so to understand what is recommended, expected and required when they discuss GVB-related topics, whether at work or on their own time.

**Issue:** Board approval required for adoption of policies.

❖ **NEW BUSINESS:**

❖ **ANNOUNCEMENTS**

- Vice-Chairman Baldyga announced that a military aircraft carrier would arrive towards the end of the month.
- Director Kloppenburg stated that there would be a great number of military personnel in Tumon.
- Director Kloppenburg stated that they would be picked up at the wharf and dropped off at Outrigger.
- Director Kloppenburg stated that historically there were no roadside pick-ups allowed, because we wanted to get the military personnel to the heart of Tumon.
- GM Camacho inquired how long they would stay.
- Director Kloppenburg replied two to three days.
- Director Arriola inquired if the Tumon Precinct were aware and engaged.
- Director Saad replied yes.
- Vice-Chairman Baldyga wanted to propose and seek the board's advice to take the 1<sup>st</sup> floor lobby of the Globe and the space in front, which is a major bus stop and turn it in to an Information Center. He stated that he would offer GVB to make that a satellite information site with a desk that could be staffed or not with a designated area for members to place their brochures.
- Chairman Mesa added at no cost.
- Director Kloppenburg recommended that Vice-Chairman Baldyga send a letter to the Membership committee.
- Vice-Chairman Baldyga added that the board could vote on the proposal.

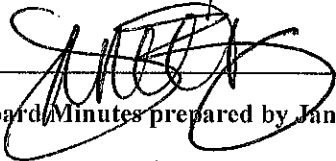
❖ **ADJOURNMENT:**

- Motion made by Director Arriola, seconded by Director Saad, to adjourn the meeting. Meeting adjourned at 5:10 p.m.

Attested:



\_\_\_\_\_  
Ms. Theresa C. Arriola, Secretary of the Board of Directors



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Board Minutes prepared by Janel Perez, Executive Secretary