CHAJI CHAMORRO

In the photo (from L to R): Josh Tyuyelega, Public Information Officer, Guam Visitors Bureau; LeAnn Cenostamo, Owner, Filz & Co; Fred Leon Guerrero, President/Owner, Club Fais; Shelly Calvo, Managing Director, Pro AD, LLC; Warren Waki, Federation of Asian and Pacific Peoples; Bongi Oni, President of Outdoors Guam, proudly display their newly signed Håfa Adai Pledge at Filz & Co in Hagåtña.

CHAMORRO RECIPE: ESKABECHE

Ingredients:
- 1 lb fish
- 1 tbsp vinegar
- 1/2 cup water
- 1 tsp salt
- 1 cup sliced or coconut oil
- 2 garlic cloves
- medium-sized yellow
- ginger (mango), grated

Recipe by Magdalena Nabona and Scotch Rodriguez. This recipe is from Leylaun Finolis’a Paseo Para Guam Cookbook, 1985. Reprinted with permission from Congresswoman Madeleine Z. Bordallo, Y’ennor Finales’aan (Women’s Associations). Photo by Hctor Cenostamo.

GLEAN the fish, cut in several places and add salt to cut areas. Fry fish in oil. Cook the vegetables separately. Place a layer of vegetables and a layer of fish in a dish. Repeat until all of the vegetables and fish are used. Put the oil in pan and heat. When hot, add ginger, onions and garlic. Fry fish and vinegar over medium heat. Let fish boil for about five minutes. Pour over vegetables and fish and let stand for about five to ten minutes for the seasoning to permeate the vegetables and fish. Serve hot or cold.

LIVING THE HÅFA ADAI PLEDGE

Incorporate traditional Chamorro images and local artwork throughout the office place and websites.

GUAMAPEDA: IGNACIA BORDALLO BUTLER

Ignacia Bordallo Butler (1873-1953) was a Chamorro entrepreneur and business partner with her husband, Chester Butler, who together successfully ran Butler’s Inc. Butler established a reputation in the “grand lady” of Guam’s business circle. She went to school in Hagåtña and was then sent to the Philippines for high school and to earn a teacher’s certificate. She returned to Guam at age seventeen, and met Chester Carl Butler, a former sailor from Fort Worth, Texas, who years later became an importer/responsible for the Pacific Islands Trading Company (PITC). The two worked hard to grow their business. They obtained a franchise for Coca-Cola, then a new soft drink. Their Coca-Cola bottling venture was a success and they added modern meat-heavy Guam. They automated conveyer assembly line to their soda-making plant. In the early 1910s, the couple added Butler’s Merchandise Retail Store in Hagåtña, several warehouses, and the Agana Theaters. In 1936, they opened Butler’s Department Store in Hagåtña, Butler’s Soda Factory, located inside the Emporium. They also started Guam’s first commercial radio station, KKLG, which was operated by her son, Benny. When Ignacia’s husband died, she took over the running of the business, reequipping Butler’s buildings and relocating Butler’s store to its present location in Sinajana. She and her husband, two of Guam’s earliest business pioneers, were inducted as luminaries into the Guam Chamber of Commerce Hall of Fame in 1996.

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