



Håfa Adai Everyday



From left: GVB Acting President and CEO Tony Muna, MCC founder and Executive Director Julie Hartup, GVB Director of Tourism Research Ana Cid, and GVB Acting Director of Global Marketing Brian Borja.

Micronesia Conservation Coalition takes Håfa Adai Pledge

The Guam Visitors Bureau, welcomed the Micronesia Conservation Coalition, to the Håfa Adai Pledge program Saturday, June 10, 2017. The organization signed the pledge during the first Guam World Oceans Day Expo at the Agana Shopping Center. MCC hosted the expo, which featured activities, booths, face painting, and games. The theme was "For the Love of Our Ocean, Our Future." GVB and the Agana Shopping Center supported the family-friendly event. The pledge-signing ceremony included the presentation of Resolution No. 140-34, which commemorated World Oceans Day. The resolution also commended MCC for its dedication to protecting Pacific islands' ocean ecosystems and cultures. Sen. Régine Biscoe Lee, Speaker Benjamin J.F. Cruz, Sen. Telena Cruz Nelson, Vice Speaker Therese M. Terlaje and Sen. William M. Castro sponsored the resolution.



From left: GVB cultural heritage officer Dee Hernandez, Dom San Gil, GVB President and CEO Nathan Denight, Joshua Agerstrand, Geraldine Tedtaotao and Umatac Mayor Johnny Quinata.

GVB honors 'Big John' Tedtaotao

The Guam Visitors Bureau, held a special Håfa Adai Pledge, signing ceremony today to honor the late "Big John" Tedtaotao. GVB President and CEO Nathan Denight called Tedtaotao a true ambassador of the Håfa Adai spirit. "He represents everything that this Håfa Adai Pledge is about so we wanted to recognize him and to recognize the family and to thank him for all he did for our island," Denight said. Tedtaotao, a former Umatac resident, was known for his hospitality and kindness as it has done for several years. His family took the Håfa Adai Pledge today as they carry on his Håfa Adai spirit.

Umatac Mayor Johnny Quinata and Dom San Gil, owner of Dom's Lawn Maintenance, joined Tedtaotao's family in taking the pledge. After the pledge signing, GVB presented Håfa Adai Spirit Ambassador coins to Tedtaotao's family and to Quinata.

The pledge-signing ceremony also featured the unveiling of the "Year of Love" Fort Soledad Heart, a display honoring Tedtaotao. Joshua Agerstrand, who painted the mural, invited Tedtaotao's family and friends to sign the back of the mural and to leave messages before it would be coated.

Tourism works!

Liberation Day festivities

Every year, the island community commemorates one of the most important moments in Guam's history — the island's liberation from Japanese forces during World War II.

The Guam Visitors Bureau (GVB) is gearing up to celebrate the 73rd anniversary of the liberation of Guam on July 21. GVB will continue to sponsor the Liberation Day Parade, which features colorful floats, marching bands as well as a Liberation queen. GVB will sponsor the parade, along with the carnival, through PBS Guam as it has done for several years. GVB also will sponsor the lunch for the parade grandstand and manãnko' guests.

GVB's Marketing Department gathers information about the parade and other festivities from the Mayors Council of Guam and the Liberation planning committee. The Department then distributes the information to visitor source markets.

One of the most special things that GVB does for the annual celebration is to sponsor liberators. Organizing their trips to Guam, GVB has brought them to the parade and other activities for years. For the 70th anniversary of the liberation of Guam, GVB created a special video called "Reflections of Guam: 70th WWII Liberators" and a commemorative booklet.

Tourism dollars also support the Guam Museum, which tells the story of the liberation of Guam. The Museum is featuring a special exhibit called "In Hahasso' Ha — We Still Remember: Narratives of World War II History and Memory in Guam" until Aug. 20.

As with every Liberation Day, the community looks forward to learning more about and celebrating a turning point in Guam's history. Biba Guam!

CHAT IN CHAMORRO

Strength in Unity
Manmetgot gi Dinanña'

LIVING THE HÅFA ADAI PLEDGE

Joshua Agerstrand

Barrigada resident Joshua Agerstrand has the Håfa Adai spirit down to a fine art.

When Joshua was commissioned to create a small mural for the Guam Visitors Bureau's "Visit Guam 2017 — The Year of Love" campaign, he decided to paint a portrait of the late "Big John" Tedtaotao. The memorial painting became the "Year of Love" Fort Soledad Heart in Umatac.



Known for extraordinary island hospitality, Big John stood tall as the epitome of the Håfa Adai spirit. The Umatac resident gave local residents and visitors free rides on his carabao Betsy.

"When thinking of the theme Guam love, I was thinking of Big John who has recently passed away," Joshua said. "He worked thanklessly on being an ambassador for Guam and devoting his time to showing Guam's culture to our visitors who would come to Fort Soledad. To me, he embodied the concept of Guam love for how much he gave of himself to his island."

In keeping with Big John's legacy of warmth, the "Year of Love" Fort Soledad Heart was inclusive. At the unveiling, Joshua invited Big John's family and friends to sign and to leave messages on the mural's back side before it was coated.

Through this memorial painting and other artwork, Joshua captures the Håfa Adai spirit, which he calls "the friendly and giving nature that Guam is known for." Joshua is not only a creative partner at Calypso Group but also the director of the Guam Art exhibit.

Joshua tries to live up to the Håfa Adai Pledge by representing Guam, its culture and its beauty in his artwork. "I also strive to spread messages and education of environmental causes and recycling to make sure our island stays beautiful not only for our visitors but for ourselves and our self-respect," he said.

If a picture is worth a thousand words, then Joshua's mural of Big John is worth a million.

See more of Joshua's artwork on Instagram @joshuabarrigada.



Making Guam a better place to live, work, and visit!

Take the Håfa Adai Pledge today! For more information, call 646-5278 or email HåfaAdai@visitguam.org.

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