



U.S. Coast Guard takes the Håfa Adai Pledge

The Guam Visitors Bureau (GVB) held a special Håfa Adai Pledge ceremony welcoming the officers from the United States Coast Guard Cutter SEQUOIA (WLB 215) on January 12 at the GVB office. These fine men and women serves and protect the "Crossroads of the Pacific" – Guam, the Commonwealth of Northern Mariana Islands, The Republic of Palau, and the Federated States of Micronesia (Kosrae, Pohnpei, Chuuk, and Yap). In addition to working closely with its sister village of Malesso, the U.S. Coast Guard will share how they will be learning more about Guam's unique culture and incorporating it into their operations.

From left: **YN2 Dre Parker**, **ENS Victor Browskey**, **EM2 Gary Menge**; **LT Jesse Deery**; **Nate Denight**, GVB President & CEO; **LCDR William Adams**; **MK2 Scott Peterson**; **ET1 Louvin Lawrence** with daughter **Lulu Lawrence** and **Pilar Laguaña**, GVB Director of Global Marketing.



Let's Ride Guam rode to the Håfa Adai Pledge program path

The Guam Visitors Bureau (GVB) welcomed Let's Ride Guam to the Håfa Adai Pledge program. Owners **Joey Crisostomo Jr.** and **Justin Cruz** took the pledge January 15 on behalf of Let's Ride Guam whose mission is to offer their customers a unique and unforgettable experience exploring Guam's beautiful landscapes and views while ensuring the sustainability of our island for visitors and residents alike. They aim to use their tours to provide a fun-filled experience while educating participants about the importance of building a strong ecotourism industry for the future of our island. Visit [Let's Ride Guam](#) to learn about their tours!

Pictured from left: **Nate Denight**, Guam Visitors Bureau, president & CEO, **Justin Cruz**, Let's Ride Guam, owner, with daughter **Fera Cruz** and **Joey Crisostomo Jr.**, Let's Ride Guam, owner, proudly display their newly signed Håfa Adai Pledge on location at Let's Ride Guam tour site.



[Tourism works for Guam Sports Events](#). Rene Logie came to Guam to work for a company whose mission it is to give people a relaxing, fun, active atmosphere to enjoy Guam's signature hospitality and island life. See how she's leading Guam Sports Events' services for both tourists and locals alike!

LIVING THE HÅFA ADAI PLEDGE: Anthony Tornito

Minahgong

Anthony Tornito started his company, Minahgong, in 2015 to provide residents with Chamorro and Catholic-inspired cards, rosaries, and religious

medals. His local product line features items that bring peace and promote healing to his customers.

Tornito has strived to incorporate the Chamorro language throughout Minahgong's line of products. His personal commitment to perpetuating Guam's culture and language makes him an excellent example of what it means to live the Håfa Adai Pledge.

"I've always lived with Håfa Adai prior to becoming a member of the program. Taking the pledge was a way to officiate and commit myself and my business to serving beyond my personal values," he shared.



The spirit of the Chamorro people and Guam's unique culture inspires Tornito to share the Håfa Adai spirit daily.

"The Mariana Islands make up less than one percent of the entire world's population. As a small group that can sometimes be unknown, it makes me celebrate our uniqueness, which can emanate from each and every one of us. I choose to fully immerse myself in that spirit and to live it simply each day."

Tornito challenges himself daily to incorporate the Chamorro language in his emails, voicemail, and daily conversations. He begins with a "Håfa adai" incorporates Chamorro words as often as possible, and closes with a "Si Yu'os Ma'åse".

Tornito encourages all businesses and individuals to take the Håfa Adai Pledge. "You become a part of a family tree that continues to grow. It is a network that I deem unparalleled when looking at businesses on Guam. It is a tree with unified roots and many branches. Signing the Håfa Adai Pledge was more than a valued commodity. It was, still is, and always will be, my commitment."

Tornito noted that anyone who calls Guam home, permanently or temporarily, has a duty to give back to the host land. He shared, "Throughout our history, many have come and gone, but the Chamorros have adapted and evolved with the ever-changing times. We can't let that stop. We must carry on the legacy of the Chamorro people."



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