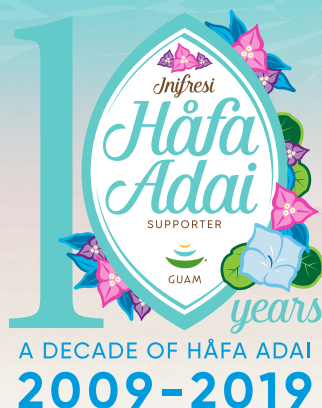




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# The Håfa Adai PLEDGE



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# Our Invitation

Håfa Adai!

The **Håfa Adai Pledge Program** is a cornerstone of the Guam Visitors Bureau's local community branding campaign and your participation is critical to our success. Since its inception in 2009, the **Håfa Adai Pledge** program has grown steadily both in numbers of participants as well as the content of individual pledges. To date over 800 private businesses, government agencies, non-profits and other organizations have joined the **Håfa Adai Pledge program**.

The **Håfa Adai Pledge Program** is a great way for your organization to become involved in promoting Guam's unique culture and sharing it not only with your employees but with our visitors as well. And aside from the great service to the community that the pledge provides, it's **FREE!**

Some important components of the Håfa Adai Pledge program for you to consider:

**The Vision:** *To develop and promote an inclusive movement and support of the Håfa Adai spirit;*

**The Mission:** *To gain and maintain employer/organizational support for the Håfa Adai spirit throughout the Håfa Adai Pledge program and by upholding your individual pledge and increasing awareness of your pledge with your stakeholders;*

**Strategic Goals:** *Educate customers and other stakeholders, and practice what you pledge.*

It's easy to get started!

Just fill out the attached pledge form and send it to the contact information indicated on the form. We look forward to answering any questions or entertaining any suggestions you may have to further develop the program. Si yu'os ma'åse' for your consideration in joining the **Håfa Adai Pledge** program.

Senseramente,



Pilar Laguaña  
President and CEO

# What Is the Håfa Adai Pledge?

The Håfa Adai Pledge is more than just a membership arrangement. It means making a deeper commitment and taking more responsibility as a citizen in our community. Taking the pledge means:

- A. **“Uniting in one spirit”** with over 700 companies, organizations and entities, in the perpetuation and preservation of the language, culture and traditions of the indigenous people of this beautiful island we all dwell in;
- B. **To have more conscious awareness and concern about programs and movements in the community** that perpetuate the Chamorro language, culture and traditions of our island and be involved with them by contributing and supporting them in one way or another;
- C. **Making a commitment by taking extra efforts on a daily basis that will “make a difference”** in the survival of the Chamorro language, culture and traditions in some way or another;
- D. Doing everything possible to **“go local, look local, and think local” throughout the year (not just during Chamorro Month).**

# Examples of Pledges

Each company or organization will develop a list of pledges that they are willing to commit to undertaking. Listed below are examples that may inspire you. You may replicate any number of these or tailor them to suit your organization/operation or you may create new ones that are unique and specific to your industry or organization. Here are some ideas to get you started:

## Language

- Greet customers with the "Håfa Adai" salutation.
- Start and end email/written communications with Chamorro salutations.
- Answer the telephone with "Håfa Adai".
- Utilize Chamorro (and English) on signage and advertisements.

## Arts

- Incorporate traditional Chamorro images and local artwork throughout the office place and websites.
- Play Chamorro music in the office or for telephone on-hold music.
- Use indigenous symbols (latte stones, coconut trees, canoes, breadfruit leaves, etc.) in your entities designs, decor or uniforms.
- Use traditional Chamorro performers to provide entertainment at events or for customers.

## Traditions

- Designate Fridays as "Håfa Adai Fridays" and have staff wear island wear to work (island shirts, flowers in hair, Chamorro jewelry).
- Provide Chamorro snacks (guyeria, rosketti, etc.) for your customers / guests.
- Share traditional Chamorro legends.

## History

- Educate your employees on the historical sites around the island.
- Organize or participate in hikes to historical and cultural site.

## Values

- Treat our land with respect and organize or participate in roadside or beach clean-ups.
- Recycle.



# Why Take the Håfa Adai Pledge?

## Taking the Håfa Adai Pledge will:

- Provide a direction toward the future that will help unite our people in spirit, which will lead to peace (Pås) and goodwill (Inafa' Måolek) among the melting pot of people on our island.
- It will create a deeper appreciation and understanding of what it means to live out and experience the language, culture and traditions of the indigenous people of Guåhan.
- It will help restore the identity of those Chamorros who have never known their true roots of our ancestry.
- It will encourage the reclaiming of the true essence being Chamorro, the appreciation of living among Chamorros, and the love of living together on this wonderful God-given paradise.
- It will build pride among the island community centered around our vibrant heritage.
- It will encourage respect for the land and the ocean and will encourage our community not to litter.

# Application Form

COMPANY NAME	
CONTACT NAME	
TITLE	
TELEPHONE NUMBER	
EMAIL ADDRESS	
REPRESENTATIVE NAME TO SIGN THE HĀFA ADAI PLEDGE	
TITLE	NO. OF EMPLOYEES
LIST OF PLEDGES (Ways your organization will implement the pledge.)	



# Member Information

COMPANY OR ORGANIZATION NAME:

☐ Corporate ☐ Organization ☐ Individual

PRIMARY TELEPHONE NUMBER:

ALTERNATE TELEPHONE NUMBER:

FAX NUMBER:

WEB SITE:

PHYSICAL ADDRESS:

MAILING ADDRESS

## PRIMARY CONTACT INFORMATION

FIRST NAME

LAST NAME

TITLE

EMAIL ADDRESS

ALTERNATE EMAIL ADDRESS

PRIMARY TEL. NO.:

ALTERNATE TEL. NO.:

FAX NO.:

## SECONDARY CONTACT INFORMATION

FIRST NAME

LAST NAME

TITLE

EMAIL ADDRESS

# Member Information (Continued)

## SOCIAL MEDIA:

FACEBOOK: \_\_\_\_\_

TWITTER: \_\_\_\_\_

YELP: \_\_\_\_\_

YOUTUBE CHANNEL: \_\_\_\_\_

OTHERS (Please specify): \_\_\_\_\_

☐ Opt out of Web site publication

Member information provided above will appear on the GVB Web Sites, unless member chooses to opt out of Web Site publication.

## INTRODUCTION PARAGRAPH:

PLEASE SHARE WHAT YOUR EXPECTATION OF BEING A MEMBER OF THE  
HÅFA ADAI PROGRAM