

I MINA 'TRENTA NA LIHESLATURAN GUÅHAN  
2010 (SECOND) Regular Session

Resolution No. 443-30 (LS)

Introduced by:

B.J.F. Cruz  
T.C. Ada  
T.R. Muna Barnes

2010 SEP 13 PM 2:36  
MUNA

**Relative to recognizing and congratulating Mr. Seiji Sato for thirty-seven years of exemplary service to Guam's tourism industry; to express a *dangkolu na si Yu'us ma'ase'* for his invaluable contributions to tourism; and to extend best wishes to him on his retirement, on behalf of the people of Guam.**

1           **BE IT RESOLVED BY THE COMMITTEE ON RULES OF I MINA'**  
2 **TRENTA NA LIHESLATURAN GUÅHAN:**

3           **WHEREAS**, Mr. Seiji Sato began his illustrious career in the tourism  
4 industry in 1973 in the Overseas Travel Branch of the Japan Travel Bureau;  
5 and

6           **WHEREAS**, his industriousness and foresight brought him to the  
7 Marianas in 1982, where tourism was a burgeoning industry, on the cusp of  
8 full bloom; and

9           **WHEREAS**, as a young manager in the newly established Guam  
10 branch of the Japan Travel Bureau, Mr. Sato quickly established rapport  
11 and garnered support from the local community and members of the  
12 hospitality industry to enhance the tour experience of the visitors to our  
13 island; and

14           **WHEREAS**, he was instrumental in the successful development and  
15 expansion of the Guam branch of the Japan Travel Bureau, from a cluster of

1 small offices at the Hilton Guam Hotel to a full-fledged transportation  
2 company, later named Lam Lam Tours & Transportation, Inc., and a full  
3 service travel agent company, Pacific Micronesia Tours, Guam; and

4 **WHEREAS**, when Mr. Sato returned to Japan from his Guam  
5 assignment, he cherished and nurtured the many friendships he had made  
6 through his business activities, supporting travel to Guam and the  
7 Northern Marianas from his Pacific Micronesia Tours office in Tokyo; and

8 **WHEREAS**, he personally led familiarization tours to Guam and  
9 Saipan on several occasions, sharing his knowledge of Chamorro culture  
10 and business practices with his colleagues for ever greater relationships  
11 and ventures; and

12 **WHEREAS**, Mr. Sato's experience and accomplishments in the  
13 Marianas brought him back to this region in 2005, where he served as the  
14 Saipan Branch Manager of Pacific Micronesia Tours as well as President of  
15 TASI Tours; and

16 **WHEREAS**, back in the Marianas from Tokyo, he immersed himself  
17 in the local community with the objective of enhancing the local quality of  
18 life as well as the tourism industry, serving as Member of the Marianas  
19 Visitors Authority Board of Directors and the Rotary Club; Vice Chairman  
20 of the Japan Saipan Travel Association; and Chairman of the Japan  
21 Business Executive Committee; and

22 **WHEREAS**, Mr. Sato's dedication to the travel industry and his  
23 understanding of the need for authentic cultural experiences in a quality  
24 destination tour inspired his development of the "Taste of Marianas"  
25 package tour, which brought visitors and locals together for cultural  
26 exposure and bestowed upon residents of Saipan a sense of stewardship  
27 over their island and their tourism industry; and

1           **WHEREAS**, Mr. Sato returned to Guam in April 2008 as the new  
2 President of Lam Lam Tours & Transportation; and

3           **WHEREAS**, after twenty-seven years of being away from Guam, he  
4 affected significant improvements in the services provided to visitors,  
5 including a tremendous overhaul of the feel of the transportation services,  
6 and providing increased opportunities for employee education and skills  
7 enhancement training; and

8           **WHEREAS**, Mr. Sato's innovative and long-term vision led to  
9 relationships with the University of Guam and the Guam Community  
10 College that yielded an outreach training program wherein students of  
11 tourism practice their skills in real-world settings as interns; and

12           **WHEREAS**, he continues to participate in community activities that  
13 improve the image of the island as a travel destination, including the  
14 formation of the Japan Guam Travel Association Bus Transportation  
15 Subcommittee, whose principal goal is to establish and maintain a standard  
16 of quality services to visitors, and the Guam Island Fiesta Tour, which  
17 brought the maximum number of visitors to share in a uniquely Chamorro  
18 experience; and

19           **WHEREAS**, during Mr. Sato's thirty-seven years with the Japan  
20 Travel Bureau, he has been instrumental in bringing approximately 224,000  
21 Japanese visitors to Guam annually; now, therefore, be it

22           **RESOLVED**, that *I Mina' Trena na Liheslaturan Guahan* does hereby,  
23 on behalf of the people of Guam, recognize and commend Mr. Seiji Sato for  
24 his many achievements during his thirty-seven years of exemplary service  
25 to tourism in Guam and the Marianas; does express a most heartfelt  
26 *dangkolu na si Yu'us ma'ase* to him for his numerous and invaluable  
27 contributions to the visitor industry in Guam and the Marianas; and  
28 extends its best wishes to him on his retirement; and, be it further

1           **RESOLVED**, that the Speaker certify, and the Legislative Secretary  
2 attest to the adoption hereof, and that copies of the same be thereafter  
3 transmitted to Mr. Seiji Sato and to the Honorable Felix P. Camacho, *I*  
4 *Maga'lahaen Guåhan.*

**DULY AND REGULARLY ADOPTED BY I MINA'TRENTA NA  
LIHESLATURAN GUÅHAN ON THIS \_\_\_\_\_ DAY OF  
\_\_\_\_\_ 2010.**

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**Judith T. Won Pat**  
**Speaker**

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**Tina Rose Muna Barnes**  
**Legislative Secretary**



September 13, 2010

**Memorandum**

**To: Clerk of the Legislature**

**From: Senator Benjamin Cruz** 

**Subject: Resolution Presentation**

*Buenas yan Hafa Adai!* Please be advised that I will present a resolution Mr. Seiji Sato, on Wednesday, September 22, 2010 at 6:00 p.m. at the Lam Lam Tours Facility in the Harmon Industrial Park.

Should you have any questions, please call our office at 477-2520/1.

*Si Yu'os Ma'åse'!*