

**I MINA'TRENTAI SINGKO NA LIHESLATURAN GUÁHAN
RESOLUTIONS**

Resolution No.	Sponsor	Title	Date Intro	Date of Presentation	Date Adopted	Date Referred	Referred to	PUBLIC HEARING DATE	DATE COMMITTEE REPORT FILED	NOTES
101-35 (COR)	Clynton E. Ridgell	Relative to recognizing and congratulating Ms. Ursula Herrera as the recipient of the "Home-Based Business Champion of the Year" 2019 SBA Small Business Awards.	4/16/19 4:42 p.m.	4/22/19 2:00 p.m.						

I MINA'TRENTAI SINGKO NA LIHESLATURAN GUÅHAN
2019 (FIRST) Regular Session

Resolution No. 101-35 (COR)

Introduced by:

Clynton E. Ridgell 

Relative to Relative to recognizing and congratulating Ms. Ursula Herrera as the recipient of the “Home-Based Business Champion of the Year” 2019 SBA Small Business Awards.

2019 APR 16 PM 4:42 

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

3 **WHEREAS**, Ursula Herrera was inspired by walks with her grandmother
4 through Guam’s jungles, where she learned the ancient wisdom of CHamoru healers,
5 and informed by her study of herbal science and traditional medicine, herbalist Ursula
6 Herrera created the green beauty line ChamGlam Botanika, which offers organic, fair
7 trade and eco-conscious beauty products made from Guam’s beautiful flora. Founded
8 in 2016 through the help of the Guam Unique Merchandise and Arts (GUMA) program,
9 ChamGlam Botanika products are sold at the Guam Museum, online through social
10 media, and at local fairs and night markets. The lone encapsulates the “farm to face”
11 philosophy, using Guam’s most natural ingredients, hues and scents to accentuate
12 beauty and promote healing for the island’s residents and visitors; and

13 **WHEREAS**, Ursula combines both her traditional knowledge of plants and
14 healing with her academic study of herbal science at Bastyr University in Seattle, where
15 she earned a specialized premedical Bachelor’s degree with a focus on evidence-based
16 botanical medicine research, health sciences, traditional western herbalism and

1 phytochemical analysis to promote beauty products that nourish and heal. Through her
2 business, she educates her community about the power of indigenous remedies and
3 native plants, with the desire to keep them alive for generations. Through the thoughtful
4 packaging of her products, her interactions with customers, her participation in local
5 entrepreneurship forums, her educational presentations, and her generous sharing with
6 everyone she meets, Ursula inspires the community to value all that our island has to
7 offer and helps other artisans and aspiring entrepreneurs to start eco-conscious
8 businesses that promote local products; and

9 **WHEREAS**, Ursula started ChamGlam Botanika through a grant from the
10 GUMA program, which fosters aspiring small business owners, who create local
11 products. As a GUMA grant recipient, ChamGlam Botanika developed their business
12 plan and business model, which included working alongside other small businesses to
13 promote and value local products. ChamGlam Botanika has thus been an avid supporter
14 of other businesses and has actively participated in events that promote the GUMA
15 program and local entrepreneurship. Since ChamGlam Botanika’s birth, Ursula has
16 actively mentored other young, driven entrepreneurs by sharing lessons she’s learned
17 about the market, helping them develop their business and marketing plans, creating
18 space for them to sell their products at local fairs and events, and promoting them on
19 her social media pages. Ursula is also actively involved in local organizations that
20 promote the environment and volunteers her time to spread awareness about threats to
21 the environment and about the value of traditional plants; and

22 **WHEREAS**, Ursula and a handful of artists and entrepreneurs developed a
23 camaraderie and inafa’maolek (interdependency), in the twelve (12)-week GUMA
24 program, as they worked their way to a “shark tank” process to get their respective ideas
25 funded. The discipline of assembling a business plan and presenting it to prospective
26 investors allowed for the group to continue the network of volunteering each other’s

1 time – and bartering each other’s products to share valuable, entrepreneurial business
2 suggestions. Ursula has grown so much through this program and this network
3 continues to today; and

4 **WHEREAS**, Ursula continues to advocate and promote local businesses and in
5 particular the philosophy that her products are gifts from our land, gifts that need to be
6 carefully nurtured, protected and passed along to future generations. Keeping this in
7 mind, she understands the unique role she plays not just as a business owner, but also
8 as an educator and advocate for eco-conscious products and healing. Thus, she builds
9 relationships with her customers and other entrepreneurs to empower them to create
10 their own eco-conscious local products. She makes and shares healing remedies that she
11 personally delivers to people who are in need and teaches them how to take their healing
12 into their own hands. She recognizes that the success of her business relies on the
13 continued use of native plants and remedies and is happy to inspire others to create their
14 products with them. As a result, these volunteer efforts and her growing network has
15 helped expand her business in a way that also promotes other growing entrepreneurs;
16 and

17 **WHEREAS**, Ursula and ChamGlam Botanika have earned a reputation for
18 positive and effective entrepreneurship in the community. She has been invited to speak
19 and sell her products at forums that promote women business owners, local
20 entrepreneurship and traditional medicine. At these forums, policy makers and larger
21 business owners are present and engaged and have gone on to promote the value of eco-
22 conscious local businesses to Guam’s economy and sustainable growth. She maintains
23 positive relationships with female policy makers who not only use her products but are
24 also committed to writing laws to protect the environment and have stood alongside her
25 at local demonstrations against the destruction of sacred cultural sites; and

1 **WHEREAS**, Ursula, aside from participating in formal presentations and
2 promoting home-based businesses in local media and social media platforms, also
3 mentors young aspiring entrepreneurs. She is currently mentoring a thirteen (13)-year-
4 old artisan who creates handmade jewelry. Ursula makes space for her to sell her
5 products with her at arts and crafts fairs and a weekly night market and has also arranged
6 for a local boutique to sell the young artisan’s products. As one of the original GUMA
7 grant recipients, Ursula has helped to solicit other artisans for the program and helped
8 them also successfully receive grant funding and develop their business plans. She is
9 committed to supporting the growth of home-based entrepreneurship and the value of
10 preserving culture through the promotion of local products; now, therefore be it

11 **RESOLVED**, that the Committee on Rules of *i Mina'trentai Singko na*
12 *Lihselaturan Guåhan* does hereby, on behalf of *i Lihselaturan Guåhan* and the people
13 of Guam, recognize and congratulate Ms. Ursula Herrera as the recipient of the “Home-
14 Based Business Champion of the Year” 2019 SBA Small Business Award; and be it
15 further

16 **RESOLVED**, that the Speaker and the Chairperson of the Committee on Rules
17 certify, and the Legislative Secretary attest to, the adoption hereof, and that copies of
18 the same be thereafter transmitted to Ursula Herrera and to the Honorable Lourdes Leon
19 Guerrero, *i Maga'hågan Guåhan*.

**DULY AND REGULARLY ADOPTED BY THE COMMITTEE ON RULES OF
I MINA'TRENTAI SINGKO NA LIHESLATURAN GUÅHAN ON THE _____
DAY OF _____ 2019.**

TINA ROSE MUÑA-BARNES
Speaker

RÉGINE BISCOE LEE
Chairperson, Committee on Rules

AMANDA L. SHELTON
Legislative Secretary