

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. Muña Barnes
V. Anthony Ada
F. B. Aguon, Jr.
F. F. Blas, Jr.
E. J.B. Calvo
J. V. Espaldon
Judith P. Guthertz, DPA
Adolpho B. Palacios, Sr.
v. c. pangelinan
R. J. Respicio
Telo Taitague
Ray Tenorio
Judith T. Won Pat, Ed.D.

Relative to recognizing and congratulating Mr. Seiji Sato for his thirty-seven (37) years of exemplary service to Guam's Tourism Industry; to *expressing Un Dangkulo Na Si Yu'us Ma'ase* to him for his invaluable contributions to Guam; and to extending best wishes to him on his retirement, on behalf of the people of Guam.

1 **BE IT RESOLVED BY I MINA' TRENTA NA LIHESLATURAN**
2 **GUÅHAN:**

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

6 **WHEREAS**, his industriousness and foresight brought him to the
7 *Mariana Islands* in 1982, when tourism was a burgeoning industry, on the
8 cusp of 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, which went
16 from operating out of a cluster of small offices at the Hilton Guam Hotel to
17 becoming a full-fledged transportation company, which was later named
18 *Lam Lam Tours & Transportation, Inc.*, and also a full-service travel agent
19 company, *Pacific Micronesia Tours, Guam*; and

20 **WHEREAS**, when Mr. Sato returned to Japan from his Guam
21 assignment, he cherished and nurtured the many friendships he had made
22 through his business activities, supporting travel to Guam and the
23 Northern Marianas from his *Pacific Micronesia Tours Office* in Tokyo; and

1 **WHEREAS**, he personally led familiarization tours to Guam and
2 Saipan on several occasions, sharing his knowledge of *Chamorro* culture
3 and business practices with his colleagues, and forging even greater
4 relationships and ventures; and

5 **WHEREAS**, Mr. Sato's experience and accomplishments in the
6 *Mariana Islands* brought him back to this region in 2005, where he served as
7 the Saipan Branch Manager of Pacific Micronesia Tours, as well as
8 President of TASI Tours; and

9 **WHEREAS**, upon moving back to the *Marianas* from Tokyo, he
10 immersed himself in the affairs of the local community with the objective
11 of enhancing the quality of life in the islands, as well as the tourism
12 industry, while serving as a Member of the Marianas Visitors Authority
13 Board of Directors; as a Member the Rotary Club; as the Vice Chairman of
14 the Japan Saipan Travel Association; and as the Chairman of the Japan
15 Business Executive Committee; and

16 **WHEREAS**, Mr. Sato's dedication to the travel industry and his
17 understanding of the need for authentic cultural experiences in a quality
18 destination tour inspired his development of the "*Taste of Marianas*"
19 Package Tour, which brought visitors and locals together for cultural
20 exposure, and bestowed upon the residents of Saipan a sense of
21 stewardship over their island and their tourism industry; and

22 **WHEREAS**, Mr. Sato returned to Guam in April 2008 to work as the
23 new President of Lam Lam Tours and Transportation; and

1 **WHEREAS**, after being away from Guam for twenty-seven (27)
2 years, he effected significant improvements in the services provided to our
3 visitors, including a tremendous overhaul of the feel of the transportation
4 services, and providing increased opportunities for employee education
5 and skills enhancement training; and

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

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

17 **WHEREAS**, during Mr. Sato's thirty-seven (37) years with the Japan
18 Travel Bureau, he has been instrumental in bringing approximately two
19 hundred twenty-four thousand (224,000) Japanese visitors to Guam
20 annually; now, therefore, be it

21 **RESOLVED**, that *I Mina' Trenta Na Liheslaturan Guåhan* does hereby,
22 on behalf of the people of Guam, recognize and commend Mr. Seiji Sato for
23 his many achievements during his thirty-seven (37) years of exemplary

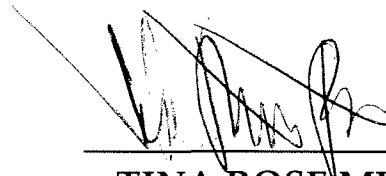
1 service to the Tourism Industry in Guam and the *Marianas*; does express a
2 most heartfelt *Un Dangkolu Na Si Yu'us Ma'ase* to him for his numerous and
3 invaluable contributions to the visitor industry in Guam and the *Marianas*;
4 and does extend its best wishes to him on his retirement; and be it further

5 **RESOLVED**, that the Speaker certify, and the Legislative Secretary
6 attest to, the adoption hereof, and that copies of the same be thereafter
7 transmitted to Mr. Seiji Sato; and to the Honorable Felix P. Camacho, *I*
8 *Maga'lahaen Guåhan*.

**DULY AND REGULARLY ADOPTED BY I MINA'TRENTA NA
LIHESLATURAN GUÅHAN ON THIS 13TH DAY OF SEPTEMBER 2010.**



JUDITH T. WON PAT, Ed.D.
Speaker



TINA ROSE MUNA BARNES
Legislative Secretary