

I MINA'TRENTAI UNU NA LIHESLATURAN GUÅHAN
2011 (FIRST) Regular Session

Resolution No. 279-31 (COR)

Introduced by:

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Relative to commending and congratulating Lourdes “Lou” Sanchez for her thirty (30) years of commitment and dedicated service to the people of Guam.

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

3 **WHEREAS, Lourdes “Lou” Sanchez has had thirty (30) years of business**
4 **experience, working in telecommunications, banking, office products, health**
5 **insurance, and real estate; and**

6 **WHEREAS**, Lou became an industry leader while working as the Sales and
7 Marketing Manager for Continental Airlines; and she has served in that capacity
8 for over twelve (12) years; and

9 **WHEREAS**, Lou's region of responsibility was Guam, Palau, Yap, Fiji,
10 Pohnpei, Kosrae, Chuuk, Majuro, Saipan, Rota, Cairns, Hong Kong and Manila;
11 and

12 **WHEREAS**, Lou's broad base of experience in sales and marketing gave
13 her the ability to revive marketing and promotional efforts for the region; and

14 **WHEREAS**, Lou led the initiative in organizing the Micronesian Road
15 Show, which was started in 2008 with Continental Airlines and the national
16 tourism offices to promote travel from Australia to the region, by working with
17 Tropical Tourism of Northern Queensland in Cairns to host a Micronesia products
18 seminar with travel and tour agencies from Cairns; and now the event has grown to
19 become a three (3)-city travel road show promoting travel to the region, with the
20 participation of the tourism offices of Pohnpei, Kosrae, Chuuk, Yap and Palau; and

21 **WHEREAS**, Lou actively reviewed, scheduled and maximized exposure
22 from media, travel and tour agents, sports tourism, travel expos, and conferences to
23 Guam and the region; and she oversaw the travel to and from Guam for events
24 such as *Ni Hi Ta Fan Boka*; the Guam Micronesia Island Fair & the *Ko'ko'* Road
25 Race; the Hafa Adai Study Tour; the Japan Dance Academy; the Micronesia Road
26 Show; the Pacific Islands Club Half Marathon & 10K Race; the PATA Micronesia
27 Chapter Meeting; the PATA International Meetings; the Guam Futures Tennis
28 Tournament; and the Pro Start Culinary Competition; and

29 **WHEREAS**, Lou regularly collaborated with the U.S. Navy and the U.S.
30 Air Force regarding its annual travel show, and she made it a priority to seek
31 military support for the Guam Micronesia Island Fair to showcase the local culture

and events on Guam, as well as the neighboring islands of the Federated States of Micronesia, the Republic of the Marshall Islands, and Palau; and

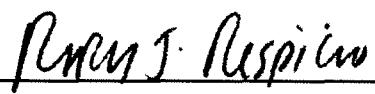
WHEREAS, Lou had worked very closely each year with Continental Airline's Manila sales team and the Guam Visitors Bureau (GVB) Manila Office in Guam's participation at the annual Philippines Travel and Tour Expo, which is the largest consumer show in the Philippines with over thirty thousand (30,000) visitors during the three (3)-day period; and with the coordinated effort and initiative from Lou, Continental Airlines and GVB have garnered awards in the "best marketing" category; now therefore, be it

RESOLVED, that the Committee on Rules of *I Mina'Trentai Unu Na Liheslaturan Guåhan* does hereby, on behalf of *I Liheslaturan Guåhan* and the people of Guam, commend and congratulate Lourdes "Lou" Sanchez for her thirty (30) years of commitment and dedicated service to the people of Guam; and be it further;

RESOLVED, that the Speaker and the Chairperson of the Committee on Rules certify, and the Legislative Secretary attest to, the adoption hereof, and that copies of the same be thereafter transmitted to Lourdes "Lou" Sanchez; and to the Honorable Edward J.B. Calvo, *I Maga'lahaen Guåhan*.

**DULY AND REGULARLY ADOPTED BY THE COMMITTEE ON RULES
OF I MINA'TRENTAI UNU NA LIHESLATURAN GUÅHAN ON THE 20TH
DAY OF JANUARY 2012.**


JUDITH T. WON PAT, Ed.D.
Speaker


RORY J. RESPICIO
Chairperson, Committee on Rules


TINA ROSE MUÑA BARNES.
Legislative Secretary