

I Mina Trentai Tres Na Liheslaturan Guåhan

Resolutions Log Sheet

Resolution No.	Sponsor	Title	Date Intro	Date of Presentation	Date Referred	Committee / Ofc Referred	PUBLIC HEARING DATE	DATE COMMITTEE REPORT FILED	Date Adopted
326-33 (LS)	T. R. Muña Barnes B. J.F. Cruz Frank F. Blas, Jr.	Relative to recognizing and commending Jae Hong Park for his exemplary leadership as General Manager of the Lotte Hotel Guam; and to further extending <i>Un Dângkolo Na Si Yu'os Ma'åse</i> for his commitment, dedication, and outstanding support of our island's visitors and the people of Guam; and to extend best wishes to him on his next assignment as General Manager of the Lotte World Hotel Seoul.	04/01/16 4:40 p.m.	04/04/16 6:00 p.m.					04/01/16

I MINA'TRENTAI TRES NA LIHESLATURAN GUÅHAN
2016 (SECOND) Regular Session

Resolution No. 326-33 (LS)

Introduced by:

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B. J.F. Cruz
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T. C. Ada
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Relative to recognizing and commending Jae Hong Park for his exemplary leadership as General Manager of the Lotte Hotel Guam, and extending *Un Dångkolo Na Si Yu'os Ma'åse'* to him for his commitment, dedication and outstanding support of our island's visitor industry and the people of Guam; and to further extending best wishes to him as he embarks on his next assignment as General Manager of the Lotte World Hotel Seoul.

- 1 **BE IT RESOLVED BY *I MINA'TRENTAI TRES NA LIHESLATURAN***
2 ***GUÅHAN*:**
3 **WHEREAS,** Jae Hong Park is from Korea and is married to Wonmi, Yang; they
4 have two children, a 26-year-old daughter and a 14-year-old son; and

1 **WHEREAS**, after graduating from college, Jae Hong Park began his career at
2 the Lotte Hotel and Resort in 1985; and since that time, he has worked for over thirty
3 (30) years in various departments beginning with the Accounting Department, where
4 he served as an Accountant in October of 1985; and

5 **WHEREAS**, in April of 1995, Jae Hong Park was promoted to the position of
6 Marketing Manager where he managed hotel marketing, advertising and graphic
7 designing; and ten (10) years later, he became the Director of the Auditing Team where
8 he established a system of auditing and plans for improvement of the operations. A little
9 less than a year later, Jae Hong Park became the Director of Operations where he was
10 responsible for planning and managing the operations for the entire Lotte Hotel chain
11 and the management of overseas offices; and

12 **WHEREAS**, in July of 2006, Jae Hong Park became the Director of Marketing
13 where he was responsible for establishing and executing marketing plans for the entire
14 Lotte Hotel chain; managing graphic designs and photo-related tasks; and the
15 management of overseas offices; and

16 **WHEREAS**, Jae Hong Park became the Assistant General Manager of Lotte
17 Hotel Seoul in April of 2007 where he managed the rooms, food and beverage, and
18 culinary divisions, to include establishing plans for the hotel's operations; and a year
19 later in May 2008, he became Director of Overseas Business Development in May of
20 2008 where he supported the opening of the Lotte Hotel Moscow; the Lotte Hotel Hanoi
21 and Ho Chi Minh; and the Lotte Hotel Shimyang China; and

22 **WHEREAS**, Jae Hong Park continued to advance in his career and he was
23 promoted to serve in various upper-level positions, to include Vice President of
24 Overseas Business Development in February 2011; General Manager of Lotte Hotel
25 Jeju in charge of all general operations in November 2011; and General Manager of
26 Lotte Art Villas in February 2012 where he led in the grand opening of the most

1 expensive villa-type lodging facility in Korea, serving as General Manager of
2 Operations after the opening; and

3 **WHEREAS**, because of his years of experience in the Lotte Brand and hotel
4 operations, Jae Hong Park successfully led in the renovation of the hotel and became
5 General Manager of the Lotte Hotel Guam, the first location in the U.S., in June 2013;
6 and

7 **WHEREAS**, Lotte Hotel Guam has a total of two hundred twenty-two (222)
8 guest rooms, consisting of two (2) ridges; there is a Tower Wing, with one hundred fifty
9 (150) guest rooms, and an Island Wing with seventy-two (72) guest rooms. The hotel is
10 split into three (3) different wings, the Tower, Center and Island Wings; and each of the
11 wings are dedicated areas that cater to the specific needs and requirements of each guest;
12 and

13 **WHEREAS**, Lotte Hotels and Resorts is the largest hotel group in Korea; and its
14 long-term vision is to expand beyond Asia to become a global brand. Lotte Hotels and
15 Resorts continues to develop and seek innovation under the vision of becoming one of
16 Asia's top three (3) hotel brands with its forty (40) chain of hotels by 2018. To keep the
17 quality up in all areas of business the company continues to improve its service and
18 facilities; and

19 **WHEREAS**, on June 30, 2014, the Lotte Hotel Guam officially opened its doors
20 to the island community under the leadership of Jae Hong Park as General Manager.
21 The hotel is located at the former Aurora Resort and Spa in *Tumon*. Jae Hong Park
22 continues to uphold the Lotte Brand on Guam, and his goal is to merge the culture of
23 Guam and Korea; one that he believes to be important in serving not only the tourist
24 industry but the local community he calls home; and

25 **WHEREAS**, in his short tenure of two (2) years living on Guam, Jae Hong Park
26 was strongly involved in the preservation and sharing of the island's culture by

1 supporting the Guam Visitors Bureau “*Hafa Adai* Pledge” program where he
2 incorporated the *Hafa Adai* greeting to the Korean way of bowing, which is recognized
3 as a silent “hello or hi.” Lotte Hotel Guam aims to establish the two (2) ways of
4 respectfully greeting all visitors by bowing and with a warm greeting of “*Hafa Adai*”;
5 and he has also supported local performers to perform at the hotel to entertain hotel
6 guests; and

7 **WHEREAS**, Jae Hong Park has also supported local events which promote the
8 culture of Guam through song and dance; he supported the display of artwork from local
9 artists in the hotel’s rooms that showcase Guam’s landscape; he participated in
10 promoting the beach and roadside cleanups; he supported the education of hotel
11 employees on the historical sites around the island; he incorporated Chamorro cuisine
12 in the hotel’s restaurant menus; and he supported the purchasing of locally produced
13 products in support of local farmers; and

14 **WHEREAS**, Jae Hong Park has also supported government and non-profit
15 organizations, such as the Guam Fire Department, the Guam Territorial Band, the Guam
16 Symphony Orchestra, the Guam Council on the Arts and Humanities Agency, and the
17 Guam Hotel and Restaurant Association, just to name a few; and

18 **WHEREAS**, Jae Hong Park has always supported his employees in their
19 personal and professional growth and his open door policy allows employees to share
20 ideas to enhance or improve services at Lotte Hotel Guam; and he has also advocated
21 for the continuous training and education of the Lotte employees so that they can enrich
22 their personal and professional endeavors; and

23 **WHEREAS**, Jae Hong Park will depart from Guam and assume the leadership
24 of the Lotte World Hotel Seoul as its General Manager, effective April 2016, with a
25 cocktail reception to be held in his honor to bid him farewell on April 4, 2016, at the
26 Lotte Hotel Guam; now therefore, be it

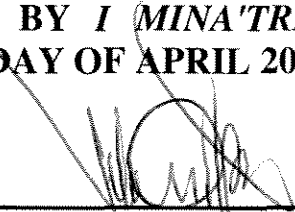
1 **RESOLVED**, that *I Mina'Trentai Tres Na Liheslaturan Guåhan* does hereby, on
2 behalf of the people of Guam, recognize and commend Jae Hong Park for his exemplary
3 leadership as General Manager of the Lotte Hotel Guam, and extend *Un Dångkolo Na*
4 *Si Yu'os Ma'åse'* to him for his commitment, dedication and outstanding support of our
5 island's visitor industry and the people of Guam; and does further extend best wishes
6 to him as he embarks on his next assignment as General Manager of the Lotte World
7 Hotel Seoul; and be it further

8 **RESOLVED**, that the Speaker certify, and the Legislative Secretary attest to, the
9 adoption hereof, and that copies of the same be thereafter transmitted to Jae Hong Park;
10 and to the Honorable Edward J.B. Calvo, *I Maga'låhen Guåhan*.

DULY AND REGULARLY ADOPTED BY *I MINA'TRENTAI TRES NA LIHESLATURAN GUÅHAN* ON THE 1ST DAY OF APRIL 2016.



JUDITH T. WON PAT, Ed.D.
Speaker



TINA ROSE MUÑA BARNES
Legislative Secretary