

I MINA'BENTE OCHO NA LIHESLATURAN GUÅHAN
2006 (SECOND) Regular Session

Executive Committee
Resolution No. 192

Introduced by:

A. R. Unpingco
F. B. Aguon, Jr.
J. M.S. Brown
Edward J.B. Calvo
B. J.F. Cruz
Mike Cruz
Mark Forbes
L. F. Kasperbauer
R. Klitzkie
J. A. Lujan
A. B. Palacios, Sr.
R. J. Respicio
Ray Tenorio
J. T. Won Pat

Relative to recognizing the many significant contributions made to Guam's Tourism Industry by Mr. Kim Kyong-Hae and Communications Korea.

1 **BE IT RESOLVED BY THE EXECUTIVE COMMITTEE OF I**
2 ***MINA'BENTE OCHO NA LIHESLATURAN GUÅHAN:***

3 **WHEREAS,** in 1987, Mr. Kim Kyong-Hae established his company,
4 Communications Korea, becoming the very first Public Relations firm in
5 Korea; and

6 **WHEREAS,** in 1988, Mr. Kim Kyong-Hae and his firm, Communications
7 Korea, became the first Public Relations firm in Korea to represent a National

1 Tourist Office (NTO), the Guam Visitors Bureau, promoting Guam in Korea;
2 and

3 **WHEREAS**, Mr. Kim and his firm were instrumental in establishing
4 Korea as a member of the Guam Visa Waiver program thereby enabling
5 Guam to become the only U.S. destination not requiring a visa for Korean
6 travelers; and

7 **WHEREAS**, through aggressive public relations and marketing efforts,
8 Mr. Kim helped Guam become one of the most well-known and frequently
9 visited overseas destinations for Korean travelers, especially as a honeymoon
10 destination; and

11 **WHEREAS**, in 1992, Communications Korea became the first Public
12 Relations agency to provide crisis management communication services, a
13 service which has proved invaluable to Guam; and

14 **WHEREAS**, Guam was further marketed to the Korean consumer
15 through the Korean-based prime time TV serial drama, "*Missing You*," in 1992,
16 which resulted in advertising worth US \$1.4 Million for Guam; and

17 **WHEREAS**, Mr. Kim's firm continued to pursue various other television
18 opportunities, resulting in Guam obtaining a reputation in Korea as the
19 pioneer of TV soap opera PPL (Product Placement); and

20 **WHEREAS**, Communications Korea regularly organized media
21 Familiarization (FAM) tours to Guam targeting dailies, weeklies, bridal
22 magazines, travel trade magazines and other interest groups; and

23 **WHEREAS**, Communications Korea, arranged for Guam's participation
24 in trade exhibitions such as WEDDEX, KOTFA and travel shows held in
25 Korea; and

1 **WHEREAS**, Mr. Kim’s agency also created the Guam Romantic
2 Honeymoon campaign featuring a full page article printed in Chosun Ilbo's
3 Leisure section, which resulted in over four hundred (400) calls per day and a
4 total of twenty-four thousand (24,000) postcards asking for Guam's
5 honeymoon collaterals; and

6 **WHEREAS**, Communications Korea developed the award winning
7 “Guam Toe Series” advertising campaign, which received the “2000 Korea
8 Advertisement Grand Award” from the Korean Advertising Corporation, the
9 most reputable award in Korea and the only advertising award authorized by
10 the government, winner of which is recognized for the most outstanding ad
11 works in Korea; and

12 **WHEREAS**, Communications Korea also received the 2001 PATA Gold
13 Award for destination advertising, setting an exemplary standard for
14 destination advertising in Korea; and

15 **WHEREAS**, Mr. Kim succeeded in organizing the Korea-Guam Tourism
16 Committee (KGTC), made up of the most senior and respected members from
17 Korea's leading travel agencies, which held quarterly meetings in Seoul or
18 Guam to give valuable input to Guam tourism projects; and

19 **WHEREAS**, Communications Korea published in-depth Guam
20 guidebooks in conjunction with Korea's foremost photographers and copy
21 writers, distributing said publications to all travel agencies and consumers;
22 and

23 **WHEREAS**, Mr. Kim’s firm assisted Guam in successful crisis
24 management following the Korean Air crash by dispatching staff to Guam to
25 address journalists covering the crisis, being instrumental in the Governor of

1 Guam receiving an invitation to Korea for further recovery work, and
2 enabling the Governor of Guam to meet with reporters in an informal setting
3 resulting in several published articles describing the Governor's humanitarian
4 efforts to pay tribute to the crash victims; and

5 **WHEREAS**, Mr. Kim and Communications Korea effectively restored
6 Guam's positive image as a destination of choice following the terrorist
7 attacks of 9/11 and various typhoon recovery efforts; and

8 **WHEREAS**, Communications Korea expanded Guam's target market
9 from the Capital City of Seoul to regional cities such as Pusan, Taegu,
10 Kwangju and Taejon, and persuaded Korean Air to establish a regular Guam-
11 Pusan route; and

12 **WHEREAS**, Guam was featured in several popular television programs,
13 resulting in several million dollars worth of media coverage that
14 Communications Korea secured for GVB for a fraction of the cost; and

15 **WHEREAS**, Communications Korea has been largely responsible for
16 Guam's continuing participation in the Fanta Fun Camp, a summer program
17 for Korean youths involving the promotion of Guam through Fanta soft drink
18 containers sold throughout Korea; and

19 **WHEREAS**, Mr. Kim's firm encouraged Guam to support local Korean
20 people following a heavy flood, allowing Guam's humanitarian effort to be
21 widely covered by Korean media; and

22 **WHEREAS**, Mr. Kim enticed Korea's best known politician, Kim Dae-
23 jung (DJ), to visit Guam, resulting in numerous published articles describing
24 Guam as part of "DJ's Guam Plan" and when Kim Dae-jung became President
25 of Korea, Korean media continued to describe "DJ's Guam Plan," resulting in

1 Guam's being known in Korea as a destination of choice for the President,
2 who continued to praise Guam as a travel destination; and

3 **WHEREAS**, Mr. Kim and Communications Korea were instrumental in
4 increasing tourism numbers from Korea to Guam from one thousand two
5 hundred forty-seven (1,247) in 1988 to just over one hundred fourteen
6 thousand (114,000) in FY2006; and

7 **WHEREAS**, Mr. Kim and Communications Korea have represented
8 Guam in Korea for over eighteen (18) years, the longest representation for
9 Guam and the Guam Visitors Bureau in the agency's history; and


10 **WHEREAS**, during these eighteen (18) years of service the following
11 team members of Communications Korea performed above and beyond
12 expectations: Mr. Kim Kyong-Hae, President; Mr. Kim Ki-Chang (Ben), Vice
13 President; Mr. Shin Sung-In, Account Director; Ms. Isabel Yoon, Account
14 Director; Mr. Lim Chung-Eui, Professional Photographer; Ms. Uni Park,
15 Account Director; Ms. Irene Lee, Account Director; Ms. Gina Choi, Media
16 Coordinator; Ms. Sophia Sung, Account Director; Mr. JS Koo, Senior Sales
17 Director; Mr. Chris Min, Media Coordinator; Ms. Chung Ye-Sun, Media
18 Coordinator; and; Ms. Jennifer Yoo, Account Executive; now, therefore, be it

19 **RESOLVED**, that the Executive Committee of *I Mina'Bente Ocho Na*
20 *Liheslaturan Guåhan* does hereby, on behalf of *I Liheslaturan Guåhan* and the
21 people of Guam, commend Mr. Kim Kyong-Hae for his dedication and hard
22 work as the founder and president of Communications Korea, Public
23 Relations and Marketing representative for Guam and the Guam Visitors
24 Bureau in Korea, and recognizing his many contributions to Guam as he
25 completes eighteen (18) years of service; and be it further

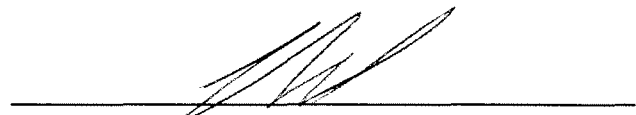
1 **RESOLVED**, that the Executive Committee of *I Mina'Bente Ocho Na*
2 *Liheslaturan Guåhan* does hereby, on behalf of *I Liheslaturan Guåhan* and the
3 people of Guam, extends the sincerest and deepest gratitude to Mr. Kim
4 Kyong-Hae and Communications Korea for their role in shaping Guam's
5 tourism industry; and be it further

6 **RESOLVED**, that the Speaker and the Chairman of the Executive
7 Committee certify, and the Secretary of the Legislature attest to, the adoption
8 hereof, and that copies of the same be thereafter transmitted to Mr. Kim
9 Kyong-Hae, President and Founder, Communications Korea; to Mr. Gerald
10 S.A. Perez, General Manager, Guam Visitors Bureau; and to the Honorable
11 Felix P. Camacho, *I Maga'lahaen Guåhan*.

**DULY AND REGULARLY ADOPTED BY THE EXECUTIVE COMMITTEE
OF I MINA'BENTE OCHO NA LIHESLATURAN GUÅHAN ON THE 11TH
DAY OF OCTOBER 2006.**



MARK FORBES
Speaker and
Chairman, Executive Committee



EDWARD J.B. CALVO
Senator and
Secretary of the Legislature