

I MINA'BENTE NUEBE NA LIHESLATURAN GUÅHAN
2008 (FIRST) REGULAR SESSION

Legislative 130 (LS)
Resolution No. 45

Introduced

MAR 13 2008
2:40 P

Introduced by:

Edward J.B. Calvo

Frank F. Blas, Jr.

Ray Tenorio

Relative to congratulating Mr. Gary Kar Yee Sung, President and Owner, *Ideal Advertising*, within our islands distinguished small business community awarded the 2008 Guam Small Business Administration Young Entrepreneur of the Year and first-ever, Regional Award for the Young Entrepreneur on Guam.

1 BE IT RESOLVED BY I MINA'BENTE NUEBE NA LIHESLATURAN
2 GUÅHAN:

3 WHEREAS, Mr. Gary Kar Yee Sung returned to Guam after graduating
4 from the University of Washington in 2002 with a Bachelor of Science in
5 Information Systems and worked for two (2) years as the Information
6 Technology Manager at Quality Distributors while doing sideline work for
7 web and graphic design in his small apartment office at home; and

8 WHEREAS, Mr. Gary Kar Yee Sung started his own business, *Ideal*
9 *Advertising*, as the sole proprietor and as a one-man operation in a small
10 apartment home office in October 2004 with an old PC computer used during
11 his college years and worked hard to earn clientele accounts to slowly grow
12 his portfolio in the creative advertising field due to the growing demand for
13 his service; and

1 **WHEREAS**, in October 2005, Mr. Gary Kar Yee Sung opened its nearly
2 1,000 square feet offices of *Ideal Advertising*, on the third (3rd) floor of the Old
3 Sony Building on *Chalan San Antonio* Road, Tamuning hiring an
4 administrator/secretary and a marketing assistant to help handle the
5 accounts; and

6 **WHEREAS**, Mr. Sung increased his company's staff size by two (2) in
7 the 1st quarters of 2006 due to the great demand for his services and grew his
8 small empire by hiring two (2) additional employees by years end. The staff of
9 *Ideal Advertising* has matured to nine (9) full-time and two (2) part-time
10 employees - two (2) account executives, one (1) accounting/administration
11 staff, three (3) graphic artists, two (2) web developers, a network
12 administrator, a programmer and a creative director. Mr. Sung is looking to
13 expand into bigger office space as well as increasing his staff size; and

14 **WHEREAS**, Mr. Sung was careful with the company's finances by
15 investing back into *Ideal Advertising* with the upgrade of office equipment and
16 expansion of his workforce to engage in even larger projects. The company
17 integrates tomorrow's technology in today's economy knowledgeable of
18 "what's hot" and "what's new" in technology trend. Web
19 design/development is just one of their core competencies in staying on top of
20 the technology game; and

21 **WHEREAS**, *Ideal Advertising* is a creative advertising agency offering a
22 broad spectrum of services providing more than just one solution for the
23 clients advertising needs. Mr. Sung and his professional staff pride themselves
24 for being any business' one-stop advertising agency fulfilling the needs and

1 meeting the demands of any type of business working across the full
2 spectrum of design and production in graphics, web animation, branding and
3 identify and all forms of advertising; and

4 **WHEREAS**, *Ideal Advertising* fully identifies clientele needs, customizes
5 products and services with a user-centered and value-sensitive approach to
6 meet the clientele requirements. *Ideal Advertising's* expertise and core
7 competency lies in the capability to utilize and integrate technology into their
8 wide range of services giving them the professional corporation image they
9 seek. Their ability to integrate clients' needs and to design and deliver a whole
10 web experience for them demonstrates their competency and fluency in
11 today's technological trends and advances; and

12 **WHEREAS**, Mr. Gary Kar Yee Sung's ability to creatively and
13 innovatively envision, conceptualize, execute, produce and turn ideas into
14 reality impresses small local businesses and corporate clientele giving them an
15 edge which sets them apart from their competitors. He and his staff are not
16 satisfied with being just "good enough" for Guam, instead, they demand
17 themselves to create products to be recognized as "world class"; and

18 **WHEREAS**, Mr. Gary Kar Yee Sung capitalizes on his youth, his energy
19 and his innovation to capture interests amongst today's fast paced economy.
20 His ability to produce never seen before products raises eyebrows and keeps
21 people wondering the outcome of their next product; and

22 **WHEREAS**, *Ideal Advertising* with only three (3) years in the industry,
23 has expanded its staff size as well as its clientele with Mr. Sung's "trendy"

1 and “new-age” creative concepts greatly enhancing and improving the
2 “Quality of Life” on Guam; and

3 **WHEREAS**, designing websites and establishing local businesses’ with
4 a professional and strong on-line presence provides a convenience to their
5 customers. Producing world-class corporate identities for local businesses’
6 portrays the professionalism in the company’s business profile as well as
7 productivity and confidence in its products and services; and

8 **WHEREAS**, Mr. Sung has clearly demonstrated his ability to lead local
9 businesses’ into the “next generation” utilizing and integrating technology
10 into his advertising concepts and techniques. Mr. Sung’s has shown superb
11 and efficient communication skills of fluency in English, Cantonese Chinese,
12 Mandarin Chinese and basic conversational Japanese enables him to
13 effectively communicate, understand and parallel international clientele’s
14 vision; and

15 **WHEREAS**, *Ideal Advertising* now services some of the most respected
16 clients including Frito-Lay, Toyota, Lexus, Subway, Coca-Cola, Underwater
17 World, the Guam Reef Hotel, Shirley’s Restaurants, the University of Guam
18 and Planet Hollywood; and

19 **WHEREAS**, Mr. Sung sets aside time to “give back to the community”
20 which has always been one of his priorities aside from servicing his clientele.
21 Mr. Sung being the youngest member in the Chinese Chamber of Commerce,
22 a non-profit organization, Guam Board of Directors’ shares his expertise and
23 opinions with the elder members of the Board; and

1 **WHEREAS**, Mr. Gary Kar See Sung clearly demonstrates the utilization
2 of an energy efficient office environment having an established information
3 technology infrastructure in a user hierarchy networked domain. His staff
4 efficiently communicate amongst themselves and access necessary data files
5 across any digital medium throughout the network with all mediums stored
6 digitally greatly reducing the need for physical filing space for the massive
7 loads of paperwork. *Ideal Advertising's* FTP server set up for clients to login
8 and download project files eliminates the hassle to transfer information to
9 compact discs for delivery or pick up; and

10 **WHEREAS**, Mr. Sung's conscientious selection of office space is
11 exhibited with the easy access for individuals with disabilities and is in full
12 compliance with the American Disability Act to include a designated
13 handicap parking and accessible elevator; and

14 **WHEREAS**, Mr. Sung's exceptional entrepreneurial qualifications
15 demonstrates his potential necessary for a long-term business success and
16 economic growth. His careful step by step strategic planning of reinvestment
17 has resulted in Mr. Sung to gradually and successfully upgrade his office
18 equipment to operate at an effective and efficient level while being up to par
19 with corporate industry standards; and

20 **WHEREAS**, by designing and projecting his Master Plan and Business
21 Blue Print, Mr. Gary Kar See Sung illustrates the hunger for growth in the
22 years to come. His awareness and understanding of the basics of starting and
23 maintaining a business, Mr. Song takes important factors into great
24 consideration such as potential liability, insurance and tax requirements,

1 employee benefits and investor needs. His hiring of certified firms to handle
2 and tackle each specific issues shows his meticulous character in getting his
3 business structured correctly; now, therefore, be it

4 **RESOLVED**, that *I Mina'Bente Nuebi Na Liheslaturan Guåhan* does
5 hereby, on behalf of the people of Guam, congratulate Mr. Gary Kar See Sung,
6 sole proprietor, *Ideal Advertising* within our islands small business community
7 awarded the 2008 Small Business Administration Young Entrepreneur of the
8 Year and the first-ever Regional Award for the Young Entrepreneur on Guam;
9 and be it further

10 **RESOLVED**, that the Speaker certify, and the Secretary of the
11 Legislature attest to, the adoption hereof and that copies of the same be
12 thereafter transmitted to Mr. Gary Kar See Sung; and to the Honorable Felix P.
13 Camacho, *I Maga'lahaen Guåhan*.

DULY AND REGULARLY ADOPTED BY I MINA'BENTE NUEBI NA LIHESLATURAN GUÅHAN ON THE ____ DAY OF _____ 2008.

RAY TENORIO
Acting Speaker

JESSE A. LUJAN
Senator and
Secretary of the Legislature