

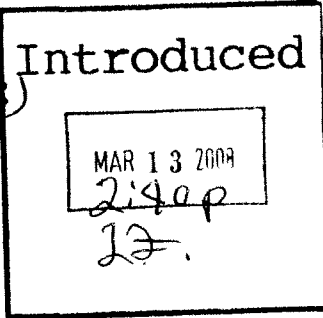
MINA'BENTE NUEBI NA LIHESLATURAN GUÁHAN
2008 (SECOND) Regular Session

Legislative
Resolution No.

134 (LS)
(+3)

Introduced

Introduced by:



Edward J.B. Calvo
Frank F. Blas, Jr.
Ray Tenorio

Relative to congratulating Mr. Benson F. F. Au-Yeung, President and Owner, *Soft Pacific, Inc. dba Benz Sign Supplies* within our islands distinguished small business community awarded the 2008 Minority Small Business Champion of the Year.

1 BE IT RESOLVED BY I MINA' NUEBE NA LIHESLATURAN GUÁHAN:

2 WHEREAS, Mr. Benson F. F. Au-Yeung was born in 1963 to business
3 owner William Au-Yeung and Wong Che Au-Yeung in *Kowloon, Hong*
4 *Kong*. He has three (3) siblings - Peter Au-Yeung, Annie Au-Yeung and
5 Teresa Au-Yeung; and

6 WHEREAS, Mr. Benson Au-Yeung married Grace Heacock in 2005
7 and are blessed with two (2) daughters, Sylvaianna and Stephanie; and

8 WHEREAS, Mr. Benson Au-Yeung's formative years were spent at an
9 all-English speaking kindergarten in Hong Kong with the aim to prepare
10 himself to move to an English speaking country with his family. He
11 attended a bilingual school from the first (1st through fourth (4th) grade to
12 improve his Chinese language until his family's departure from Hong

1 Kong to Guam in 1975; and

2 **WHEREAS**, Mr. Benson Au-Yeung attended sixth (6th) grade at the
3 Cathedral Grade School and while attending Bishop Baumgartner Junior
4 High School, Mr. Au-Yeung earned prestigious members in the National
5 Junior Honor Society. He attended Father Dueñas Memorial High School in
6 1981 where he again was inducted into the National Honor Society and
7 graduated and went on to attend and made the Dean’s List at Chaminade
8 University, Honolulu, Hawaii. After one (1) year at Chaminade, Mr. Au-
9 Yeung transferred to the University of Hawaii at Manoa to pursue his
10 interest in computers. He earned a Bachelor of Science in Computer
11 Science; and

12 **WHEREAS**, Mr. Au-Yeung’s last two (2) years in Hawaii he decided
13 to get some experience before graduation and worked for the Naval Ocean
14 System Center (NOSC) in Kailua, Hawaii designing 3D vision study
15 software similar to what is now known as virtual reality glasses. The
16 department won several awards, grants and recognition for the project and
17 made significant contributions to some of the high tech defense systems
18 that are being used in recent years; and

19 **WHEREAS**, Mr. Au-Yeung’s last years at the University of Hawaii at
20 Manoa, he took part in developing computer software for Aloha Airlines
21 aimed at replacing many hours of laborious work to create a work schedule
22 called the “Bid Work Pattern” which took many months to complete and

1 was a vital part of the scheduling system which the airline employee's
2 union eventually benefited from; and

3 **WHEREAS**, Mr. Benson Au-Yeung accepted permanent employment
4 with Naval Ocean System Center, Hawaii however, was convinced by his
5 father to stay on Guam and help expand the family owned business. He
6 realized Guam's potential was much better and more exciting working 13
7 hours a day, 365 days a year and did not stop pursuing his love of
8 computers. After a year and a half working for his family business,
9 opportunity presented itself with a job offer by a local Apple computer
10 retail store as a key programmer for many projects for the business
11 community; and

12 **WHEREAS**, the untimely death of his father in 1988, Mr. Au-Yeung
13 went back for his family business that focused on tourist oriented business
14 presenting him with many new opportunities in the island's tourism
15 industry - an ice cream stand in the heart of the tourist-populated area and
16 a jet-ski rental on the beach; and

17 **WHEREAS**, Mr. Au-Yeung eventually combined his computer
18 knowledge and tourism forming the current *Soft Pacific, Inc.* (Software in
19 the Pacific) in 1990 whose niche was to sell Apple computers packaged
20 initially with the Japanese language system special software. *Soft Pacific,*
21 *Inc.* was the pioneer in bringing Japanese language computers to Guam
22 and Saipan allowing anyone to do Japanese desktop publishing at a small

1 office or even at home when it was impossible to do before the system was
2 available providing enormous cost savings compared to the traditional
3 desktop publishing; and

4 **WHEREAS**, *Soft Pacific, Inc.* began as a computer consultant
5 company certified by Apple Computer, Inc. whose core product and
6 service was to sell Apple Macintosh computers as a Value Added Reseller
7 (VAR) packaged with specialized software as a total solution. *Soft Pacific,*
8 *Inc.* researched software, installed equipment, provided training to
9 personnel and continued after sales with support of the hardware and
10 software. *Soft Pacific, Inc.'s* niche marketing allowed them to support
11 customers to include architects, accounting firms, newspaper publishers
12 and retail shops to name a few; and

13 **WHEREAS**, *Soft Pacific, Inc.* acquired the dealership of 3M Graphics
14 Division in 1993 and formed what has now become *Benz Sign Supplies*
15 located in Tamuning, Guam. The company's business expanded with a
16 challenge from a customer who wanted a sign making system installed
17 using the Apple Macintosh computer. Following months of research and
18 training, the system was realized and installed for the customer who then
19 inquired where material could be bought for the sign machine; and

20 **WHEREAS**, *Soft Pacific, Inc.* then launched another division called *BR*
21 *Vinyl*, a wholesale distributor whose main focus was the sale of only 3M
22 brand sign making materials and equipment to all the sign shops and

1 graphics departments on the island. In 1998, Mr. Au-Yeung purchased all
2 the company shares deciding to focus on wholesaling and distributing as
3 well as exporting all kinds of sign related materials; and

4 **WHEREAS**, *BR Vinyl's* transition included changing its name to *Benz*
5 *Sign Supplies* obtaining a variety of brand names from all over the world
6 including the United States mainland and Asia. The advent of the internet
7 and email enabled the company to bring on island several product lines for
8 export to customers in the United States mainland and Canada opening its
9 doors to thousands more customers than the local market. Immediately the
10 virtual storefront for *Benz Sign Supplies* was launched its website
11 *signmaterial.com*; and

12 **WHEREAS**, *Benz Sign Supplies* is not just a local supplier. The
13 company, being on Guam the hub of the Pacific, imports and exports from
14 East to West products from Asia for the local market and resell them to the
15 United States mainland and vice versa. They are affiliated with factories in
16 Hong Kong, China, has a sales branch in the west coast; and

17 **WHEREAS**, *Benz Signs Supplies* is an active and supportive member
18 of our community with memberships in the Guam Chamber of Commerce,
19 the Guam Hotel & Restaurant Association, the Chinese Chamber of
20 Commerce of Guam and the Guam Chinese Tennis Club. Internationally,
21 *Benz Signs Supplies* is also an active member with Specialty Graphics

1 Imaging Association (SGIA), the only international recognized association
2 for specialty imaging and sign suppliers; and

3 **WHEREAS**, the last 20 years was not without challenges and with
4 some hard work and logical decisions, *Benz Sign Supplies* motto “Work
5 everyday as if we’re going on a trip tomorrow” and “Don’t let emotions get
6 in the way with business” is the key to their success. Their vision for the
7 near future is to open up a distribution center in the United States
8 mainland with Guam as its small business headquarters; and, now
9 therefore, be it

10 **RESOLVED**, that the members of *I Mina’ Bente Nuebe Na Liheslaturan*
11 *Guåhan* congratulate Mr. Benson F. F. Au-Yeung, President and Owner, *Soft*
12 *Pacific, Inc. dba Benz Sign Supplies* within our islands distinguished small
13 business community awarded the 2008 Minority Small Business Champion
14 of the Year and further extend to him a sincere *Un Dangklo Na Si Yu'os*
15 *Ma'åse'* for the outstanding contributions he has made for the betterment of
16 our Island Community; and, be it further

17 **RESOLVED**, that the Speaker certify, and the Secretary of the
18 Legislature attests to, the adoption hereof and that copies of the same be
19 thereafter transmitted to Mr. Benson F. F. Au-Yeung and to the Honorable
20 Felix P. Camacho, *I Maga’lahen Guåhan*.

DULY AND REGULARLY ADOPTED BY *I MINA' BENTE NUEBE NA LIHESLATURAN GUÅHAN* ON THE _____ DAY OF _____, 2008.

RAY TENORIO
Acting Speaker

JESSE A. LUJAN
Senator and
Secretary of the Legislature