

I MINA'BENTE OCHO NA LIHESLATURAN GUÅHAN  
2007 (FIRST) REGULAR SESSION

Resolution No. 63(L5)

Introduced by:

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Relative to honoring Atkins Kroll, Inc. on its selection as the 2007 Business Laureate of the Year and a sincere *Biba Complianos* and sincere appreciation on its 90th year of outstanding continuous contributions for the betterment of our Island Community and its people.

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

2 WHEREAS, Atkins Kroll and Co., Ltd was established by G. David Atkins  
3 and Clifton Kroll in San Francisco in 1906 to facilitate trade between the United  
4 States and Australia; and

5 WHEREAS, in 1914, at the invitation of appointed Guam Governor, Captain  
6 W.B. Maxwell, USN, through the San Francisco Chamber of Commerce, the  
7 founders established Atkins Kroll (Guam) Ltd. to coordinate the copra trade in  
8 the Pacific Islands; and

1       **WHEREAS**, Atkins Kroll, Inc. Inc. is the oldest corporation on Guam growing  
2 alongside Guam's economy since its establishment over 90 years ago; and

3       **WHEREAS**, a chronology of Atkins Kroll, Inc.'s major accomplishments  
4 reads: 1914 - Atkins Kroll (Guam) Ltd. was established on Guam to coordinate  
5 the growing copra trade in the Pacific islands; 1915 - Annie M. Campbell arrived  
6 on Guam for Atkins Kroll with 12 automobiles, 250,000 feet of lumber, 650 tons  
7 of general merchandise and 26 chickens; 1915 - Atkins Kroll was designated as  
8 agents for Liverpool and London and Globe Insurance Co., Ltd.; Atkins Kroll  
9 supplies Victor Records and Victrolas for the people of Guam; Atkins Kroll  
10 began importing Ford cars, trucks, tires and spare parts; 1917 - Atkins Kroll  
11 completes and launches its 48-foot gasoline tug powerboat named the Kavara  
12 built entirely on Guam, beginning a tradition of training and developing the local  
13 workforce for specialized skills; and

14       **WHEREAS**, in 1918: Atkins Kroll acquires a coconut plantation in northern  
15 Guam to raise cattle in order to supply the island with meat; 1921 - Atkins Kroll  
16 was appointed agent for Chevrolet automobiles and accessories; and 1922 --  
17 Atkins Kroll opens 300-acre copra plantation in Tarague with two (2) furnished  
18 houses and a windmill to generate electricity; 1923 -- Atkins Kroll establishes

1 agent relationship with Singer Sewing Machines, Armour Products and Indian  
2 Motorcycles; 1924 - on April 26, 1924 Atkins Kroll's general manager, Mr. H.U.  
3 Umstad, organizes with local businessman C.C. Butler, the first meeting of the  
4 Guam Chamber of Commerce; 1925 - Atkins Kroll becomes agent for Buick  
5 motorcars. It's general manager, Mr. H.U. Umstad, manages the Agana Cubs  
6 baseball team; 1926 - Atkins Kroll becomes agent for Brunswick tires and tubes;  
7 Atkins Kroll's Agana Cubs wins the 1926 Guam Baseball Series and are  
8 presented the trophy; 1927 - in March 1927, Atkins Kroll's Agana Cubs are in first  
9 place in the baseball league standings between the Navy, Marines, and  
10 Education. The Cubs win the Guam Baseball Series that year; 1930 - the Atkins  
11 Kroll Tarague copra plantation is closed due to continuing low market prices;  
12 and

13 **WHEREAS**, in 1934 - Atkins Kroll establishes agent relationship with Ford  
14 Motor Company, General Motors Company, Victor Phonograph and Victor  
15 Records; 1937 - Atkins Kroll adds Nasco Oil Stoves, Coal stoves, petroleum  
16 products, building materials, plumbing supplies, beds, paints, oils and varnishes  
17 to its product lines; 1938 - Atkins Kroll sells American-made popular bicycles  
18 and becomes agent for Dollar Line; 1939 - Atkins Kroll becomes agent for

1 American President Lines and S.S. Admiral Halstead. AK's general manager,  
2 Fred Fall was elected treasurer of the Rotary Club. 1940 - Atkins Kroll ships assist  
3 in the American defense efforts in the Micronesia area; 1941 - Atkins Kroll  
4 becomes agent for San Miguel Brewery and Goodrich International Rubber Co.;  
5 1942 - at the request of the U.S. government, Atkins Kroll organized the Pacific  
6 Coast Copra Committee to handle all sales and distribution of copra and palm  
7 kernels for the Commodity Credit Corporation on the Pacific Coast during  
8 WWII; and

9 **WHEREAS**, in 1949 - Atkins Kroll Insurance Division is formed. Atkins Kroll  
10 is incorporated with the #1 corporate certificate; 1954 - Atkins Kroll wins bid to  
11 take over the government-controlled Island Trading Company to handle the  
12 collection and marketing of copra produced in the Trust Territory; Atkins Kroll  
13 divisions now include: General Motors, insurance, steamship, general imports,  
14 beer and accounting; 1960 - Atkins Kroll expands operations to the Northern  
15 Marianas with the opening of Microl Corporation; 1961 - Atkins Kroll establishes  
16 agency relations with Pacific Far East Lines, Inc.; Atkins Kroll becomes insurance  
17 representative for New Zealand Insurance Co., Lloyds of London and GM  
18 distributors; 1964 - Atkins Kroll contracted by Copra Stabilization Board to

1 market copra for the Trust Territories; 1970 - Atkins Kroll acquires the Toyota  
2 automobile franchise; 1971 - AKtion Travel Service opens on June 10, 1971; 1974 -  
3 Inchcape Group, an international organization with headquarters in London,  
4 acquires Atkins Kroll, Co., Ltd.; 1987 - Atkins Kroll acquires the Yamaha  
5 franchise; Toyota dealership outlets open in Anigua and Dededo; Atkins Kroll  
6 divisions now include: automotive, hotel & restaurant, wines & spirits, shipping,  
7 consumer products, and insurance;

8 **WHEREAS**, in 1989 - Atkins Kroll celebrates its 75th Anniversary; 1991 -  
9 Atkins Kroll launches the Lexus franchise; 1992 - invested heavily in facilities to  
10 improve level of customer service; 1995 - Atkins Kroll winds down Yamaha  
11 franchise which is eventually sold; Atkins Kroll closes its hotel & restaurant,  
12 wines and spirits and consumer products divisions; construction of the General  
13 Motors/Mercedes Benz parts & service buildings, and the Mercedes Benz sales  
14 building is completed. Atkins Kroll Insurance is purchased by AON Insurance;  
15 and

16 **WHEREAS**, in 1998 - Atkins Kroll leaves the shipping business, after 84 years  
17 of offering a diversified line of products and services. Atkins Kroll is now purely  
18 an automobile sales and service business; 1999 - Atkins Kroll discontinues the

1 Mercedes-Benz line; 2000 – 2003 - technological upgrades of over \$100,000.00;  
2 2003 - Atkins Kroll achieves 41% market share; 2000 – 2004 - Atkins Kroll  
3 maintains number one auto dealership status with 45% market share; 2004 -  
4 Atkins Kroll completes renovation and expansion of the Atkins Krol Body Shop;  
5 2006 - Atkins Kroll increased market share to 50%; and

6 **WHEREAS**, Atkins Kroll's tremendous contribution to the people of Guam  
7 has been through automotive services, sales of consumer products, insurance  
8 and shipping services, employment opportunities for hundreds of residents, and  
9 major civic contributions to numerous non-profit organizations year after year;  
10 and

11 **WHEREAS**, Atkins Kroll's contributions to the community include donations  
12 to the American Red Cross (Guam Chapter) for typhoon relief aid, the annual  
13 Relay for Life for cancer victims, the annual Guam Liberation Day Parade, Make-  
14 a-Wish Foundation, Guam's Baseball Leagues, Junior Achievement, Boy Scouts  
15 of America and Special Olympics. Atkins Kroll is a founding member of the  
16 Guam Chamber of Commerce and the Rotary Club of Guam; and

17 **WHEREAS**, as an active member of our community, Atkins Kroll, Inc. and  
18 continues to contribute towards the prosperous growth of our Island. Atkins

1 Kroll, Inc. operates a variety of businesses that employ hundreds of local  
2 residents and for 90 years continues to provide essential services to the people of  
3 Guam; and

4 **WHEREAS**, Atkins Kroll, Inc. actively helps the People of Guam through its  
5 contributions in numerous civic, community, and religious activities; and, now  
6 therefore, be it

7 **RESOLVED**, that the members of *I Mina' Bente Nuebi Na Liheslaturan Guåhan*  
8 honor Atkins Kroll, Inc. on their nomination as the Guam Chamber of  
9 Commerce's 2007 Business Laureate and will join other distinguished members  
10 of the Guam Business Hall of Fame and further extend to the company a sincere  
11 *Un Dângkolo Na Si Yu'os Ma'åse'* for the outstanding contributions they have  
12 made for the betterment of our Island Community; and, be it further

13 **RESOLVED**, that the Speaker certify, and the Secretary of the Legislature  
14 attests to, the adoption hereof and that copies of the same be thereafter  
15 transmitted to Atkins Kroll, Inc., the Guam Chamber of Commerce and to the  
16 Honorable Felix P. Camacho, *I Maga'lahaen Guåhan*.

**DULY AND REGULARLY ADOPTED BY I MINA' BENTE NUEBI NA  
LIHESLATURAN GUÅHAN ON THE \_ DAY OF \_ 2007.**

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**MARK FORBES**  
Speaker

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**RAY TENORIO**  
Senator and  
Secretary of the Legislature