

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

Resolution No. 130 (LS)

As amended.

Introduced by:

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v. c. pangelinan

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David L.G. Shimizu

J. T. Won Pat, Ed.D.

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 the first-ever, "Regional Award for the Young Entrepreneur" on Guam.

1 **BE IT RESOLVED BY I MINA'BENTE NUEBI 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**

1 Technology Manager at Quality Distributors while doing sideline work for
2 web and graphic design in his small apartment office at home; and

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

9 **WHEREAS**, in October 2005, Mr. Gary Kar Yee Sung opened its nearly
10 1,000 square feet offices of *Ideal Advertising*, on the third (3rd) floor of the Old
11 Sony Building on *Chalan San Antonio* Road, Tamuning hiring an
12 administrator/secretary and a marketing assistant to help handle the
13 accounts; and

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

22 **WHEREAS**, Mr. Sung was careful with the company's finances by
23 investing back into *Ideal Advertising* with the upgrade of office equipment and
24 expansion of his workforce to engage in even larger projects. The company

1 integrates tomorrow's technology in today's economy knowledgeable of
2 "what's hot" and "what's new" in the technology trend. Web
3 design/development is just one of their core competencies in staying on top of
4 the technology game; and

5 **WHEREAS**, *Ideal Advertising* is a creative advertising agency offering a
6 broad spectrum of services providing more than just one solution for the
7 clients' advertising needs. Mr. Sung and his professional staff pride
8 themselves in being any business' one-stop advertising agency, fulfilling the
9 needs and meeting the demands of any type of business, working across the
10 full spectrum of design and production in graphics, web animation, branding
11 and identify, and all forms of advertising; and

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

20 **WHEREAS**, Mr. Gary Kar Yee Sung's ability to creatively and
21 innovatively envision, conceptualize, execute, produce and turn ideas into
22 reality impresses small local businesses and corporate clientele giving them an
23 edge which sets them apart from their competitors. He and his staff are not

1 satisfied with being just “good enough” for Guam, instead, they demand
2 themselves to create products to be recognized as “world class”; and

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

7 **WHEREAS**, *Ideal Advertising*, with only three (3) years in the industry,
8 has expanded its staff size, as well as its clientele, with Mr. Sung’s “trendy”
9 and “new-age” creative concepts greatly enhancing and improving the
10 “Quality of Life” on Guam; and

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

16 **WHEREAS**, Mr. Sung has clearly demonstrated his ability to lead local
17 businesses into the “next generation”, utilizing and integrating technology
18 into his advertising concepts and techniques. Mr. Sung’s has shown superb
19 and efficient communication skills and fluency in English, Cantonese Chinese,
20 Mandarin Chinese and basic conversational Japanese enables him to
21 effectively communicate, understand and parallel international clienteles’
22 vision; and

23 **WHEREAS**, *Ideal Advertising* now services some of the most respected
24 clients, including, Frito-Lay, Toyota, Lexus, Subway, Coca-Cola, Underwater

1 World, the Guam Reef Hotel, Shirley's Restaurants, the University of Guam
2 and Planet Hollywood; and

3 **WHEREAS**, Mr. Sung sets aside time to "give back to the community"
4 which has always been one of his priorities aside from servicing his clientele.
5 Mr. Sung, being the youngest member in the Chinese Chamber of Commerce,
6 a non-profit organization, Guam Board of Directors shares his expertise and
7 opinions with the elder members of the Board; and

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

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

21 **WHEREAS**, Mr. Sung's exceptional entrepreneurial qualifications
22 demonstrates his potential necessary for a long-term business success and
23 economic growth. His careful step by step strategic planning of reinvestment
24 has resulted in Mr. Sung gradually and successfully upgrading his office

1 equipment to operate at an effective and efficient level while being up to par
2 with corporate industry standards; and

3 **WHEREAS**, by designing and projecting his Master Plan and Business
4 Blue Print, Mr. Gary Kar Yee Sung illustrates the hunger for growth in the
5 years to come. His awareness and understanding of the basics of starting and
6 maintaining a business, Mr. Sung takes important factors into great
7 consideration such as potential liability, insurance and tax requirements,
8 employee benefits and investor needs. His hiring of certified firms to handle
9 and tackle each specific issues shows his meticulous character in getting his
10 business structured correctly; now, therefore, be it

11 **RESOLVED**, that *I Mina'Bente Nuebi Na Liheslaturan Guåhan* does
12 hereby, on behalf of the people of Guam, , congratulate Mr. Gary Kar Yee
13 Sung, sole proprietor, *Ideal Advertising*, within our islands small business
14 community, awarded the “2008 Small Business Administration Young
15 Entrepreneur of the Year” and the first-ever “Regional Award for the Young
16 Entrepreneur on Guam”; and be it further

17 **RESOLVED**, that the Speaker certify, and the Secretary of the
18 Legislature attest to, the adoption hereof, and that copies of the same be
19 thereafter transmitted to Mr. Gary Kar Yee Sung; and to the Honorable Felix
20 P. Camacho, *I Maga'lahren Guåhan*.

DULY AND REGULARLY ADOPTED BY *I MINA'BENTE NUEBI NA LIHESLATURAN GUÁHAN* ON THE TH DAY OF MARCH 2008.



JUDITH T. WON PAT, Ed.D.
Speaker



TINA ROSE MUÑA BARNES
Senator and
Secretary of the Legislature