



EDDIE BAZA CALVO  
Governor

RAY TENORIO  
Lieutenant Governor

*Office of the Governor of Guam*

APR 02 2015

Honorable Judith T. Won Pat, Ed.D.  
Speaker  
*I Mina'trentai Tres Na Liheslaturan Guåhan*  
155 Hesler Street  
Hagåtña, Guam 96910

33-15-0303  
Office of the Speaker  
Judith T. Won Pat, Ed.D

Date: 04/02/2015  
Time: 2:20 PM  
Received By: CSX

RE: Board Appointment

Dear Madame Speaker:

By virtue of the authority vested in me pursuant to the Organic Act of Guam and the local laws applicable to the following position, I am pleased to transmit the following appointment and supporting documents for:

APPOINTEE:	Tes Reyes-Burrier
POSITION:	Member, Council on the Arts and Humanities Agency (CAHA)
TERM LENGTH:	Four (4) years
TERM SERVED:	January 1, 2013 to December 31, 2017

The appointment is subject to the consent of *I Liheslaturan Guåhan*. Please schedule a hearing at your earliest convenience.

*Senseramente,*

EDDIE BAZA CALVO

2015 APR - 6 PM 3:03

0303

P.O. Box 2950 • Hagatna, Guam 96932  
Tel: (671) 472-8931 • Fax: (671) 477-4826 • [governor.guam.gov](http://governor.guam.gov) • [calendar.guam.gov](http://calendar.guam.gov)

Eddie Baza Calvo @eddiebazacalvo @governorcalvo governorofguam



**EDDIE BAZA CALVO**  
*Governor*

**RAY TENORIO**  
*Lieutenant Governor*

*Office of the Governor of Guam.*

APR 02 2015

Ms. Tes Reyes-Burrier



Dear Ms. Reyes-Burrier:

Thank you for your commitment to serve the people of Guam. The Calvo-Tenorio administration continues to face unprecedented challenges, both near and long-term. The task ahead of us will require the collective efforts of the best minds who will have the courage to make tough decisions for the good of all our people. I hereby appoint you to serve in the Calvo-Tenorio administration, for the remainder of the unexpired term indicated below as follows:

**Member, Council on the Arts and Humanities Agency (CAHA)**

**Term length: Four (4) years**

**Term served: January 1, 2013 to December 31, 2017**

This appointment is subject to the advice and consent of *I Liheslaturan Guåhan*. Please contact the Office of the Governor at 472-8931 should you have any questions.


*Senseramente,*





**EDDIE BAZA CALVO**


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 Eddie Baza Calvo

 @eddiebazacalvo

 @governorcalvo

 You [governorofguam](http://governorofguam)



OFFICE OF THE GOVERNOR  
GUAM

### Boards & Commissions Nomination Information

The following information is required for submission to the Speaker of *I Liheslaturan Guahan* in accordance with Title 4, Guam Code Annotated Section 2103.5 and Section 13104.1:

#### NOMINEE INFORMATION

Last Name	Reyes-Burrier	First	Tes	M.I.	Date	02/19/2015
Address	[REDACTED]			Apartment/Unit #		
City	[REDACTED]	State	[REDACTED]	ZIP	[REDACTED]	
Phone	[REDACTED]	E-mail Address	[REDACTED]			
Position to which Appointment is Made	CAHA Board					
Are you a citizen of the United States?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	If no, are you authorized to work in the U.S.?	YES <input type="checkbox"/>	NO <input type="checkbox"/>	

#### EDUCATION

High School	Santa Isabel College	City/State	Manila, Philippines					
From	1975	To	1980	Did you graduate?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	Degree	
College	Santa Isabel College	City/State	Manila, Philippines					
From	1980	To	1985	Did you graduate?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	Degree	BS in Public Relations

**EDUCATION**Graduate  
School

City/State

From To Did you graduate? YES  NO  DegreeOther  
Degree

City/State

From To Did you graduate? YES  NO  Degree**EMPLOYMENT HISTORY**(1) Present  
Employer

Lotte Hotel Guam

Position

Sales &amp; Marketing Manager

Address

Tumon, Gaum

Dates  
Held

October 2014

(2) Previous  
Employer

Masterminds

Position

Owner

Address

Chalan Pago, Guam

Dates  
Held

March 2011 - October 2014

(3) Previous  
Employer

United Airlines

Position

Marketing Manager, Guam &amp; Micronor

Address

Tijan, Guam

Dates  
Held

October 2011 - February 2013

(4) Previous  
Employer

Agana Shopping Center

Position

Asst.Gen. Manager/Marketing Director

Address

Hagatna, Guam

Dates  
Held

March 1992 - January 2011

(5) Previous  
Employer

Palace Hotel Guam

Position

Asst. Sales and PR Manager

Address

Dates  
Held

October 1990 -February 1992

**PRIOR GOVERNMENT OF GUAM SERVICE**

Agency

N/A

Phone

Address

Job Title

From:

To

**PRIOR GOVERNMENT OF GUAM SERVICE**

Agency \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
Job Title \_\_\_\_\_ From: \_\_\_\_\_ To \_\_\_\_\_

**PRIOR GOVERNMENT SERVICE (EXCLUDING GOVERNMENT OF GUAM)**

Agency \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
Job Title \_\_\_\_\_ From: \_\_\_\_\_ To \_\_\_\_\_

Agency \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_  
Job Title \_\_\_\_\_ From: \_\_\_\_\_ To \_\_\_\_\_

**TRAINING**

Institute/Seminars/On-the-Job Training: \_\_\_\_\_ Date \_\_\_\_\_  
University of Shopping Centers  
Shopping Center Operation & Marketing  
Public Relations Society of America National Conference  
Public Relations Society of the Philippines National Congress

**AWARDS**

List all educational, professional, civic awards, and recognition for public service:  
2010 FHB Business Woman of the Year Nominee  
27th, 28th and 29th Guam Legislature Resolution Recipient

**PROFESSIONAL INVOLVEMENT**

List involvement on a local/national/international level, list organization, activities participated in, offices held:

Baord of Director, Guam Department of Labor - Guam Employment Investment Board  
Guam Chamber of Commerce, Chair for Christmas Festival, 2002, 2003, 2004  
Guam Visitors Bureau, Committee member, Membership & Tourism Attraction Fund  
Guam Hotel & Restaurant Association, Committee member PR & Marketing

**COMMUNITY / CIVIC INVOLVEMENT**

List organizations, activities, participated in, offices held

Tourism Education Council  
American Cancer Society, Board of Director  
Girl Scout of America, Board of Director  
Liberation Committe, member 2003, 2004

**PUBLICATIONS AND PRESENTATIONS**

List any published articles, papers delivered at professional meetings, etc.:

Please refer to profile provided

**MILITARY SERVICE (PLEASE ATTACH FORM DD-214)**

Branch	N/A	From	To
Rank at Discharge		Type of Discharge	

**OTHER INFORMATION**

(1) Have you ever been found guilty of a felony in any court, whether within or without the United States?

YES

NO

If so, please specify in detail:

N/A

Address of the court: \_\_\_\_\_

Date of Conviction: \_\_\_\_\_

Specific infraction committed: \_\_\_\_\_

(2) Have you ever been declared mentally incompetent by any court, whether within or without the United States?

YES

NO

If so, please specify in detail the reasons and facts related to such declaration:

N/A

(3) Have you ever been found not guilty or not punishable in any criminal proceedings by reason of insanity?

YES

NO

(4) Have you ever been confined to a mental institution for any reason?

YES

NO

If so, please specify in why the appointing authority believes you that you are not suffering from any mental illness or affliction:





**AFFIDAVIT / DECLARATION UNDER PENALTY OF PERJURY**

I, the undersigned, do hereby depose and say that: (1) I have read and reviewed the information contained in the attached Appointment/Nomination letter from the Governor of Guam; (2) that the matters contained in the Appointment/Nomination letter, together with all attachments thereto, are true and correct and that I am competent to testify to said matters; and (3) that this Declaration is made for the purpose of complying with the requirements of 4 G.C.A. Section 2103.5.

I declare under penalty of perjury under the laws of Guam (4 G.C.A. Section 4308) that the foregoing is true and correct.

Signature



Date

MAR 30 2015



**Government of Guam  
 GUAM POLICE DEPARTMENT  
 RECORDS & IDENTIFICATION SECTION  
 P.O. Box 23909  
 Guam Main Facility, Guam 96921**



March 31, 2015

**SUBJECT: CRIMINAL HISTORY RECORD**

<b>NAME:</b>	Maria Teresa C. REYES		
<b>DATE OF BIRTH:</b>	[REDACTED]	<b>FINGERPRINT #:</b>	[REDACTED]
[REDACTED]	The individual has no record of criminal conviction(s) in GPD files that are subject to Guam law and rules and regulations of the Department.		

\*\*\*\*\*NOTHING FOLLOWS\*\*\*\*\*

*THIS INFORMATION MAY BE LIMITED TO A LOCAL CRIMINAL OFFENSE ONLY AND IS NOT INTENDED FOR USE FOR ANY LOCAL, STATE, OR FEDERAL LAW ENFORCEMENT AGENCY.*

**By Direction: Tduenas**

*[Handwritten initials]*  
 The absence of an original GUAM POLICE seal invalidates this police clearance.  
 REVISED: 04/24/2013

*[Handwritten signature]*  
**FRED E. BORDALLO, JR.**  
 CHIEF OF POLICE



# SUPERIOR COURT OF GUAM

Guam Judicial Center • 120 West O'Brien Drive • Hagatña, Guam 96910

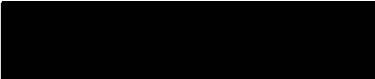
Telephone (671) 475-3370  
Fax (671) 472-2856

**DANIELLE T. ROSETE**  
Clerk of Courts

Name: **MARIA TERESA C REYES**

SS#:

ID#



Date of Birth:



## CERTIFICATE OF SEARCH

The undersigned Clerk hereby certifies the following results of a diligent search of the records of this Court:

### Criminal Cases:

- A.  No Case Found
- B. 1. Criminal Case No.
- 2. Criminal Case No.
- 3. Criminal Case No.
- 4. Criminal Case No.
- 5. Criminal Case No.

Criminal Record: Page 1 of 1

### Civil Cases:

- A.  No Case Found
- B. 1. Civil Case No.
- 2. Civil Case No.
- 3. Civil Case No.
- 4. Civil Case No.
- 5. Civil Case No.

Civil Record: Page 1 of 1

Request for further information may be addressed at the Records Division of the Superior Court of Guam, Guam Judicial Center, 120 West O'Brien Drive, Hagatña, Guam. Hours of operation are Monday – Friday, 8:00 a.m. to 5:00 p.m. Closed Saturday, Sunday and local/federal holidays. Court Clearances are Non-Refundable.

Dated: 03/23/2015

**DANIELLE T. ROSETE**  
Clerk of Courts

BY: **DAISY M. NORMAN**  
Deputy Clerk

Prepared By: **DMN**



The absence of an original Court Seal invalidates this document

## TES C. REYES

P.O. Box 5848, Hagåtña, Guam 96932  
(671) 477-8377 | (671) 687-8525  
masterminds.guam@gmail.com

A highly experienced Operations Executive who has demonstrated the ability to lead diverse teams of professionals to new levels of success in a variety of highly competitive retail operations, cutting-edge markets, and fast-paced environments. Strong technical and business qualifications with an impressive track record of more than 20 years of hands-on experience in strategic planning, business unit development, project and retail management. Proven ability to successfully analyze an organization's critical business requirements identifying deficiencies and potential opportunities, and develop innovative and cost-effective solutions for enhancing competitiveness, increasing revenues, and improving customer offerings.

### ***Core skills include:***

Performance Management | Buyer Behavior/Awareness | Profit-and-Loss Management  
Customer Management | Loss Prevention/Security | Shopping Center/In-Store Promotions/Events  
Staff Training & Monitoring | Customer Service/Loyalty | Visual Merchandise Display  
Public Relations | Brand Management

### **PROFESSIONAL EXPERIENCE**

#### **Lotte Hotel Guam**

*Sales & Marketing Manager, Room & Banquet  
October 2014 to present*

#### **United Airlines**

*October 2011 - February 2013  
Marketing Manager for Guam and Micronesia*

#### **Brief Summary:**

As Marketing Manager for Guam and Micronesia is responsible on developing strategic marketing plans and deploying marketing programs, improving overall market share and position to achieve United's business objectives for Micronesia and Southeast Asia. Responsible in creating and managing the annual marketing plan with allotted budget, within the framework provided by senior leadership to support the country sales team's goals and objectives. Responsible in insuring the continuous marketing effectiveness and a proactive approach with an expert knowledge of United value propositions and product and services in order to support the sales effort within the territory.

#### **Global Brand Management of United Airlines and MileagePlus (reward program of United)**

- Developed an annual Marketing Plan supported by marketing budget based on guidelines, incorporating the goal and objectives of branding United in Guam, Micronesia and Asia.
- Managed the marketing budget throughout the year, implementing changes as required by the changing business environment and sales needs.

- \* Focused on promoting United within corporate partners and joint promotional actions including event planning and coordination.
- \* Managed local communications and Sales collateral (branding) to business partners and industry association.
- \* Created and supported launched materials including targeted market definition, specific values propositions, targeted customer profile, collaterals and educational materials for sales enablement customer adoption.
- \* Supported other merchandising efforts as United.com and fare actions together with loyalty program communication and others.
- \* Directed marketing activities including E-commerce, sponsorships and above the line marketing.

## **Marketing Communication**

- \* Advertising: Directed and worked with advertising agency in evaluating collateral concepts and sourced new ideas for improvement.
- \* Responsible for regular advertising materials. Approved artworks as specified in the United's branding guidelines. Selected suitable advertising placements for different media and track record keeping.
- \* Worked closely with Sales Team's and advertising agency on sales collaterals and promotional materials.
- \* Responsible for reviewing local media's enquiry on advertising and sponsorship opportunities.
- \* Proactively produced and handled logistic with various parties to maintain on-time delivery for brand collaterals.
- \* Coordinated with Sales Team's request for promotional collaterals and/or giveaways with proper branding for United.
- \* Maintained a balance ratio on Brand/Tactical/special promo message for event distribution.
- \* Supervised production and dissemination of Ad Hoc collaterals such as advertising guideline, complimentary magazine etc.

## **Sales and other Department Support:**

- \* Collaborated marketing and branding with any internal and external event exposure.
- \* Co-operatively worked with sales team's in ensuring proper market branding of United with sales programs.
- \* Coordinated the launching of inaugural and special charter flights that includes the handing of related media exposure and programs.
- \* Provided collaterals for sales events and promotions on and off island.
- \* PR and event support for other departments as requested and approved by Managing Director or Senior Marketing Manager including but not limited to press conference, media interview, client appreciation and presentations on Guam and Manila.

## **Agana Shopping Center**

*March 1992 - January 2011*

*Assistant General Manager*

- \* Reports directly to General Manager.

- Hired as Executive Secretary, after two months assigned to assist General Manager to organize administration, personnel and accounting departments.

## **Business Relations International - Manila, Philippines**

*March 1985 - February 1987*

*Public Relations Manager*

- Developed, created and executed a strong, vibrant PR plan that assured market place visibility for clients and its diverse products, programs and recognized constituencies.
- Responsibilities included planning, development, production, and delivery of all PR programs including communication, press, analyst relations, bylined articles, speaking opportunities, trade shows and all events and promotions.

## **EDUCATION**

### **Bachelor of Science in Public Relations**

Santa Isabel College

Manila, Philippines

### **University of Shopping Centers**

Shopping Centers Operations and Marketing

International Council of Shopping Center

San Francisco, CA

## **AWARDS & RECOGNITION**

- 2010 First Hawaiian Bank Business Woman of the Year Nominee
- 27th, 28th and 29th Guam Legislature Resolution Recipient

## **COMMUNITY ACTIVITIES**

- Board of Director, Guam Department of Labor - Guam Employment Investment Board
- Guam Chamber of Commerce, Chairperson of Christmas Festival 2002, 2003, 2004
- Guam Visitors Bureau, committee member of Membership and Tourism Attraction Fund
- Guam Hotel and Restaurant Association, committee member PR & Marketing
- Tourism Education Council - Board of Director
- American Cancer Society Board member
- Girl Scouts of America, Board of Directors
- Liberation Committee member, 2003, 2004

**Reference available upon request.**

# MasterMinds

- Assists the General Manager in coordinating, directing, and managing the staff and shopping center operation to achieve profitability and efficiency, while maintaining standards set by the company assuring 100% customer satisfaction.
- Directed and managed property operation to assure optimum performance and continual improvement in shopping center service, staff productivity, sales and marketing, property appearance, profit maximization, and financial control.

## **Marketing Director**

- Responsible for the development and implementation of strategic marketing and planning of events and promotions, media, corporate and consumer communication, customer service management and community and public relations.
- Created a strategic marketing plan and operating budget that address shopping center issues and opportunities, resulting in marketing programs that enhance tenant, community, and media relations, and increase shopping center sales.
- Developed and managed the marketing communications operating budget and plan and oversees/in-charge of advertising, and promotions activities, including print, electronic media, events sales tools and support client communications, direct response programs, press relations and image building. The monthly contribution of the merchants for the marketing fund was \$10 thousand +. Strategic and creative allocation of the fund was able to save over \$170 thousand plus.
- Prepared and conducted quarterly merchants meeting to discuss calendar of events and promotions and to generate creative concepts and translate them into effective communication solutions.

## **Palace Hotel Guam**

*October 1990 - February 1992*

*Senior Assistant Sales and PR Manager (Pre-opening staff)*

- Under limited supervision, planned, implemented, and managed the integrated marketing, PR and sales programs, activities of the hotel.
- Managed all strategic, operational, fiscal, and administrative aspects of the sales and PR department, and assisted in conceptualization and coordinated the activities and promotions of the food and beverages department.

## **Inn On The Bay**

*July 1989 - September 1990*

*Accounting/Front Office Supervisor (Pre-opening staff)*

- Hired as front desk supervisor, then later, assigned additional duties to handle accounting and personnel Department.

## **Lam Lam Tours and Transportation**

*October 1987 - July 1989*

*Administrative Assistant, General Affairs*

P.O.Box 5848 Hagatna, Guam 96932 / [masterminds.guam@gmail.com](mailto:masterminds.guam@gmail.com) / (671) 687-8525

## **MASTERMINDS**

*"MASTERMINDING YOUR BUSINESS"*

### *Who We Are*

MasterMinds is a professional marketing and integrated communications consulting firm. MasterMinds specializes in understanding the needs of our clients and exceeding expectations in the areas of marketing and integrated communications – public relations, advertising, and customers relations.

### *What We Offer You*

- Strategic Public Relations and Marketing Planning
- Development of Public Relations Image Campaigns
- Media Relations Management
- Community Relations and Philanthropic Management
- Networking
- Special Event Planning and Management
- New Product Launch and Promotions
- Conceptualization and Production of Collateral Material
- Internal and External Communication Pieces – web sites, newsletters, speeches, news releases, communication briefs
- Crisis and Issue Management
- Spokesperson Training
- Brand Management

### *Our Commitment to You*

MasterMinds will deliver value-added Public Relations and Marketing strategies and tactics that work to achieve positive and long-term results. We are committed to respect, accuracy and credibility. Along with the crucial requirements of getting the job completed accurately, timely and within budget, we extend to you an interpersonal perspective – networking with an array of stakeholders and established business partners to create solid business relationships. We will uphold high ethical standards of confidentiality and will do nothing to compromise our values.

### *Our Mission*

Our mission is simple yet powerful - Customer Success. "Your Success is Our Success."

### *Our Vision*

MasterMinds firmly believes that effective communication is the most important tool that contributes to the overall success of a company. MasterMinds strives to impart the essentials necessary for effective communication – internally and externally. Deploying PR and Marketing tactics, MasterMinds will enhance our clients' image and work towards developing and achieving the company's desired results. We will turn every decision and every action into goal-oriented, tangible and positive results.

### *Our Values*

MasterMinds is committed to customer success. We uphold professionalism, accuracy and maintain credibility. We know that our clients are serious about their business. We respect that, and are serious about their success. We will do everything in our power to thoroughly understand our clients' business



and industry, to provide recommendations on improving our clients' integrated communications platform, and ensure that the end-state is positive and effective Public Relations and Marketing.

### *Building Bridges Not Walls*

It is the philosophy of MasterMinds to build bridges not walls. We operate on the basic premise that effective communication between client and consulting firm is absolutely vital for a prosperous relationship. We are committed to teamwork and look forward to pursuing lasting relationship with all of our clients.

### *CLINETS:*

#### **1. PRESENT: JONESAND GUERRERO COMPANY, INC.**

- Micronesian Brokers In. (CNMI): Part-time Marketing and Sales Manager

#### **2. LIFE LINE BILLING SYSTEM, INC., Wisconsin, USA - DBA: LIFEQUEST SERVICES GUAM**

- Business Consultant: Set-up Guam Office and serve as liaison to Guam Fire Department

#### **3. ICONNECT**

- Marketing and Brand Management: Launched: LTE 4G thru advertng, events and promotions.

#### **4. CITIBANK, ASIA PACIFIC**

- Citibank Guam: Coordinated the celebration of Chamorro Month
- Citibank World and Diners Club Japan Joint Promotion: Provided marketing and sales of the Citibank Credit Card and Diners Club Credit Card, Japan the Benefits and Privilege Program offered to Guam merchants.

#### **Brief Program Description:**

Citibank World Privileges is a program that gives benefits and privileges to cardholders of Citibank in Asia Pacific whenever they use the Citibank Credit Card at participating merchants in the region. At the same time extend the benefits and privileges to Japan Diners Club cardholders.

Diners Club Japan credit card offers a comprehensive dining program exclusively to cardholders providing its members with a best-in-class experience. Enhancing the dining experiences of its members is a commitment of Diners Club Japan to its customers.

#### **Contact:**

Tes Reyes (profile here) (ex: Tes possesses more than 20 years of PR, Marketing and Business Management)

**Call 687-8525**

Call for a free consultation. (Optional)