



The Guam Museum Foundation, Inc in partnership with the Department of Chamorro Affairs
presents "Heritage Institute Networking...Directing Natural History and Cultural Heritage in
Economic Development" 9am – 4pm, August 30 – 31, 2011 at Outrigger Guam Resort, Fort San Jose



We invite the community to attend the first museum conference, receive the latest information on the Guam museum building project, and hear from economic development professionals on Guam's cultural business activities and share resources that can potentially increase partnerships for trade and industry prosperity surrounding the museum. There are economic opportunities as natural history and cultural heritage revitalization efforts within Guam and its villages are occurring. This project is organized by the Guam Museum Foundation, Inc. and is funded by the American Recovery and Re-Investment Act (ARRA). **To register, please call the Guam Museum Foundation, Inc. at 475-4634 or complete registration form enclosed and return via fax to 475-4636.**

Tuesday, August 30, 2011 9:00am – 4:00pm

- ❖ **Welcome Ceremony and Opening Remarks**
 - *Chairman of the board of directors, Guam Museum Foundation, Inc, Mr. David B. Tydingco*
 - *The Honorable Benjamin J.F. Cruz, Vice-Speaker Chairperson, Committee on Youth, Cultural Affairs, Procurement, General Government Operations and Public Broadcasting, I Mina'trentai Unu Na Liheslaturan Guåhan*
 - *The Honorable Eddie B. Calvo, Governor of Guam*
- ❖ **Cultural Activities in Guam's Economy – An Overview**
By: Judith Selk Flores, PhD.
- ❖ **GEDA the future of the island's economy and "Priorities of the HOT Bond"** By: Karl Pangelinan, Administrator, Guam Economic Development Authority
- ❖ **Take a look at the tourism industry report** By: the Honorable Tina Rose Muña Barnes, Legislative Secretary; Majority Whip, Chairperson, Committee on Municipal Affairs, Tourism, Housing and Recreation, *I Mina'trentai Unu Na Liheslaturan Guåhan*
- ❖ **The importance that the Guam Museum will play in boosting the island economy** By: Joann G. Camacho, General Manager of the Guam Visitors Bureau
- ❖ **Special lunch presentation: Naton Beach Archaeological Site – the story continues**
By: Sandra Lee Yee, Senior Archaeologist, and Lynn Rosalie Leon Guerrero, Field/Lab Supervisory Archaeologist, SWCA Environmental Consultants – Guam
- ❖ **Making Museums in Small Island Communities**
By: Prof. Amareswar Galla, PhD, Executive Director, International Institute for the Inclusive Museum
- ❖ **Connecting the Dots: A Community Action Guide**
By: Peggy Wireman, PhD, Wisconsin, a Consultant in Economic & Community Development for Museums

Wednesday, August 31, 2011 9:00am – 4:00pm

- ❖ **Guam Culture and History Institute...Improved Partnerships**
By: Joseph Artero-Cameron, President, Department of Chamorro Affairs
- ❖ **Crafting Livelihoods: Strengthening Culture, Creating an Income** By: Ms. Christine Delany, New Zealand
- ❖ **Growing Traditions, Growing the Chamorro Brand**
 - Know Our Island. Know Our History. *The Building Blocks* By: Rita P. Nauta, Guampedia Managing Director
 - Kottura, *Åmot yan Kânta* (Culture, medicine and song) By: Emilio Ayuyu, Traditional Scholar, University of Guam and Dr. Marilyn Salas, Center for Chamorro, University of Guam
 - Building Sustainable Communities by Supporting Local Producers By: Bill McDonald, President, Guam Farmer's Cooperative Association
 - Guam Community College **Go'Ti Yan Adahi I Fino'ta Chamorro Project** (Preserve, promote and perpetuate the indigenous, pre-contact language of Guam) By: Fermina Sablan, Program Specialist, Guam Community College
 - Heritage Tourism Guide Book - *A guidebook on methods for implementing heritage tourism programs "Managing Cultural Heritage Tourism: Challenges and Opportunities"* By: Fred R. Schumann, PhD, Assistant Professor, Global Resources Management, School of Business and Public Administration, University of Guam
- ❖ **Guam Product Seal** By: Mr. Mike Unsiog, Guam Department Revenue & Taxation
- ❖ **The Role of the Small Business**
By: Mr. Joseph M. Diego, Area II Director, USDA Rural Development, Western Pacific Area Office
By: Mr. Kenneth Lujan, Guam Branch Manager, U.S. Small Business Administration
By: Ms. Denise Mendiola Hertslet, Senior Business Counselor/Program Coordinator, Bank of Guam Women in Business Program, UOG Guam Small Business Development Center



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REGISTRATION CONFIRMATION FORM – please fax back to (671) 475-4636

Yes, we are registering the following individuals for the museum conference scheduled 9am – 4pm, August 30 - 31, 2011; please see names of our representatives below:

1.

2.

3.

Registration total \$ _____

Name of company/organization: _____

Contact information (tel/cel): _____

Email Address: _____

Authorized Representative: _____

\$35 per person, registration fee covers two day conference including booklet, handouts, morning refreshments and lunch. Proceeds raised from registration fees will support conference logistics. Please make checks payable to the Guam Museum Foundation, Inc.; for your tax filing purposes, the organization's employer identification number (EIN) is 66-0670817 • P.O. Box 518 Hagatna, Guam 96932 • T:(671) 475-4634 • F: (671) 475-4636 • email: leona@guammuseum.com