

In the Office of Public Accountability  
Hagåtña, Guam

TLK Marketing Co., Ltd.

vs.

Guam Visitors Bureau

OPA-PA-16-003

Agency Procurement Record

Second Supplement to Vol. I

**RECEIVED**  
OFFICE OF PUBLIC ACCOUNTABILITY  
PROCUREMENT APPEALS  
DATE: 6/3/16  
TIME: 3:30  AM  PM BY: JH  
FILE NO OPA-PA: 16-003



Gina Kono <gina.kono@visitguam.org>

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**GVB RFP 2016-006**

1 message

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Gina Kono <gina.kono@visitguam.org>

Fri, Mar 4, 2016 at 5:52 PM

Reply-To: gina.kono@visitguam.org

To: Don Park <psduj@daum.net>

Cc: 윤호석 <jacob\_yoon@hicompany.co.kr>, Anna Kim <anna\_kim@hicompany.co.kr>, Colleen Cabedo <colleen.cabedo@visitguam.org>, Pilar Laguana <pilar.laguana@visitguam.org>, Jon Nathan Denight <nathan.denight@visitguam.org>, Christine Lizama <chris.lizama@visitguam.org>

**THIS COMMUNICATION IS BEING SENT TO YOU AT THE INSTRUCTIONS OF GVB GENERAL MANAGER, MR. JON NATHAN DENIGHT.**

Hafa Adai

Don,

Congratulations,

Happy Idea Company (HIC) was selected as the highest rated and most qualified offeror for the Tourism Destination Marketing Representation Services in the Republic of Korea.

Attached is our negotiation document indicating an offer on the contract

monthly retainer fee along with the scope of work. We would like you to review this document and as noted, should you accept our offer, please initial on the space provided for the contract offered price and the itemized expected requirements and services. Once you have completed the document, please send it back to us so that we can draw up the contract.

Should you have any questions or want to counter-offer the fee, please reply to this email at your earliest convenience. Thank you for your attention.

PS - I understand that you will be coming to Guam with the actresses and film crew for the documentary program "Person is Good". However, I hope you can review and respond to our offer at your earliest convenience. Appreciate your cooperation.

Senseramente' (Sincerely),

**Gina Kono**

*Marketing Officer II, Marketing Department*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278  
gina.kono@visitguam.org | www.visitguam.org



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Gina Kono <gina.kono@visitguam.org>

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**Re: GVB RFP 2016-006**

1 message

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**Gina Kono** <gina.kono@visitguam.org>

Tue, Mar 8, 2016 at 9:03 AM

Reply-To: gina.kono@visitguam.org

To: 박세동 <psduj@hanmail.net>

Cc: Anna Kim <anna\_kim@hicompany.co.kr>, 윤호석 <jacob\_yoon@hicompany.co.kr>, Colleen Cabedo <colleen.cabedo@visitguam.org>

Dear Don,

My apologies for the errors on the negotiation document. The corrected version is attached. Thanks for bringing this to my attention.

Senseramente' (Sincerely),

**Gina Kono**

*Marketing Officer II, Marketing Department*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278  
gina.kono@visitguam.org | www.visitguam.org



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On Mon, Mar 7, 2016 at 7:29 PM, 박세동 <psduj@hanmail.net> wrote:

Hafa Adai,

I have been looking at the document but there are a couple of issues I'd like to discuss. First one is the title on page 1. It says it is for Tourism Destination Marketing Representation Services in **Russia**, not in Korea.

It would be wonderful if you could kindly make a correction on this.



SUBJECT: RFP2016-006  
 FOR: Tourism Destination Marketing Representation Services in Russia

COMPANY: Happy Idea Company (HIC)

INSTRUCTIONS: initial each line item to acknowledge acceptance and understanding of the scope of services required.

**CONTRACT FEES**

— Monthly Retainer Fee: \$20,000.00  
 This fee will include out-of-pocket expenses such as, news clippings, local Korea, local within city transportation, fuel charges, email accounts, etc.

Also, on the Sales/Trade part from the agency's responsibilities and duties (page 6), I am wondering if the following sentence is for Korean market.

It says: Must establish and maintain a database of MICE planners relevant to target cities in Mainland China.

D. SALES / TRADE	
TASK	Initial
(1) Conduct sales calls, meetings and presentations to key individuals, organizations and companies in line with GVB's overall Republic of Korea (focus will be Seoul, Busan, and Daegu) sales, PR, advertising, online social media and website strategy.	
(2) Conduct regular monthly or more frequent sales calls to tour operators, travel agents, and airlines already packaging Guam as well as to those who may be interested in adding Guam to their tour programs.	
(3) Must organize and input travel trade, media, and etc. contact information into GVB's Customer Relationship Management (CRM) system and be responsible to keep contacts and listing updated.	
(4) Develop a MICE business plan to promote Guam as an ideal destination for MICE groups. <ul style="list-style-type: none"> <li>o Must target potential corporate companies and organizations</li> <li>o Must develop a sales product presentation and pitch proposals to potential MICE groups</li> <li>o Must generate sales development implementation plans</li> <li>o Must establish and maintain a database of MICE planners relevant to target cities in Mainland China</li> <li>o Must communicate updated Guam MICE products to potential MICE groups and planners</li> </ul>	
(5) Where applicable, work with tour agent offices, organizations, corporations, airlines, and regional offices of said entities in Republic of Korea's major cities and others to ensure good understanding and recognition of Guam.	
(6) Must develop a quarterly sales plan that will encompass formal monthly travel agents seminars in different major cities of the Republic of Korea. Representative will invite travel agents, media, and other special interest groups in key cities to attend. These meetings should be regularly scheduled for product education and updates.	
Must create Quarterly Sales Call calendar to visit travel agents' offices to deliver the latest Guam product development, campaign information, and collateral sales materials.	

Thank you for your time and I look forward to hear from you soon.

Sincerely,

Don Park

----- 원본 메일 -----

보낸사람: Gina Kono <gina.kono@visitguam.org>

받는사람 : Don Park <psduj@daum.net>

참조 : 윤호석 <jacob\_yoon@hicompany.co.kr>, Anna Kim <anna\_kim@hicompany.co.kr>, Colleen Cabedo <colleen.cabedo@visitguam.org>, Pilar Laguana <pilar.laguana@visitguam.org>, Jon Nathan Denight <nathan.denight@visitguam.org>, Christine Lizama <chris.lizama@visitguam.org>

날짜: 2016년 3월 04일 금요일, 16시 52분 49초 +0900

제목: GVB RFP 2016-006

**THIS COMMUNICATION IS BEING SENT TO YOU AT THE INSTRUCTIONS OF GVB GENERAL MANAGER, MR. JON NATHAN DENIGHT.**

Hafa Adai

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Happy Idea Company (HIC) was selected as the highest rated and most qualified offeror for the Tourism Destination Marketing Representation Services in the Republic of Korea.

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monthly retainer fee along with the scope of work. We would like you to review this document and as noted, should you accept our offer, please initial on the space provided for the contract offered price and the itemized expected requirements and services. Once you have completed the document, please send it back to us so that we can draw up the contract.

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Senseramente' (Sincerely),

**Gina Kono**

*Marketing Officer II, Marketing Department*

**GUAM VISITORS BUREAU**

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gina.kono@visitguam.org | www.visitguam.org



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Don Park 박세동

Director 대표이사

Medicastle #901,9f,464-1 Samsan-dong, Bupyeong-gu,  
Incheon, 403-090 Korea

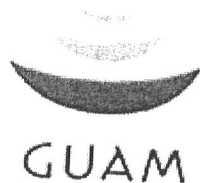
Tel. 032-507-4162 / Fax. 032-507-4164

Email: psduj@daum.co.kr

**hIC**  
HAPPY IDEA COMPANY




한국프로야구선수협회



**GUAM**  
VISITORS  
BUREAU



 **Negotiation Korea RFP 2016-006.pdf**  
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SUBJECT: RFP2016-006

FOR: Tourism Destination Marketing Representation Services in the Republic of Korea

COMPANY: Happy Idea Company (HIC)

INSTRUCTIONS: initial each line item to acknowledge acceptance and understanding of the fees proposed and the scope of services required.

### CONTRACT FEES

\_\_\_\_ Monthly Retainer Fee: \$20,000.00

This fee will include out-of-pocket expenses such as, news clippings, local courier within S. Korea, local within city transportation, fuel charges, email accounts, etc.

\_\_\_\_ Reimbursable Office Expenses: Only up to \$2,000.00 per month

This funding covers expense, such as, overseas air and accommodations, overseas courier, business meetings with travel industry and media, GVB representative staff business card production and printing, promotional material storage, and long distance calls to GVB.

### SCOPE OF SERVICES

- To reach 475,000 visitor arrival number established by GVB from South Korea by the end of FY2016.
- To elevate awareness of Guam as a destination of choice and to establish a positive Guam reputation among the South Korean general consumers as a quality, safe, convenient and must visit destination using social media and other new and traditional forms of advertising and public relations outreach.
- To facilitate the development and continued efforts of the South Korea market and to build and sustain industry relations with key stakeholders, including the Korea-Guam Tourism Council (KGTC), Korea-Guam Marketing Committee (KGMC), Governmental agencies, travel agents, and the air carriers.
- To foster the expansion of existing and the development of additional new air service, gateways, and hotel inventory to Guam.
- To encourage additional demand for travel to Guam during slow-shoulder periods.
- To further increase development of high-yield consumers and MICE travel.
- To encourage the development of Guam packages that showcase Guam's unique Chamorro culture and attractions, to include tourism offerings with scenic, historical, and other quality attractions, to include Guam's marine assets.
- Establish a strong Guam presence in the market as influential leaders in the industry.
- Must have strong Social Media skills and services.

- Increase the social media following by 20% among all of GVB South Korea social media channels.
  - Develop online community engagement strategy to improve Guam's destination reputation.
  - Develop mobile marketing strategy in South Korea with mobile specific contents and campaigns.
  - Increase Guam's online video presence via creative partnerships with major digital platforms in South Korea
- Guam's brand position in the market must present Guam as the closest U.S.A. destination to South Korea, clean environment, warm tropical island resort weather year-round, tax-free luxury brand merchandise and USA well-known products, no hassle atmosphere, 4 hours away on direct flight, one hour time difference, safe and most importantly friendly and hospitable people.
  - Perform public relations, advertising, website and other tourism destination marketing activities that would generate additional demand for travel to Guam, as well as, to generate additional publicity for Guam.

TASK	Initial
1. The Agency shall act as the GVB tourism destination marketing representative and shall perform general duties as required including, but not limited to, representation in targeted cities where Guam is being promoted to outbound travelers who fit the demographics Guam is seeking to attract in the Republic of Korea.	
2. The Agency shall provide office space for its performance of its obligations while acting as GVB's tourism destination marketing representative and fulfilling the general duties of marketing, travel trade and Korean governmental relations, tourism sales, PR, advertising, social media programs/platforms and website updating, maintenance and reporting. Said office will initially be in the same building as the Agency's office and equipped with all necessary modern communication equipment such as telephone, mobile phone, copier machine, fax and computers for email, online marketing and the like, to be furnished by the Agency. The said office must be located in Seoul with a branch office in Busan. Adequate signage must be visible at the GVB overseas office entrance to identify the location of the marketing representation services for the Guam Visitors Bureau. Bureau signage specifications shall be minimum 29cm/H x 49.5cm/W.	
3. The Agency shall dedicate at least one telephone line for use as GVB's telephone. In answering phone calls on this line, the greeting shall be "Hafa Adai, Guam Visitors Bureau" or "Guam Visitors Bureau" or similar appropriate saying in the local language that will identify the GVB office clearly.	
4. The Agency shall appoint a GVB Account Director to work actively with GVB's head office management and marketing staff in Guam, and such work shall include but not be limited to handling all communications with and directives from the GVB Marketing Department. The Account Director appointed to represent GVB must be personally present and act as the main coordinator at any function being implemented by the Agency on behalf of GVB. At no time is the Agency allowed to assign, hire or appoint an inexperienced travel destination promoter to represent GVB in presentations, seminars, trade/consumer travel shows and other related promotional activities without the expressed written approval from the GVB Marketing Department. The Agency will appoint two (2) Sales Managers and two (2) Junior Sales Support Staff broken down into two sales teams consisting of one (1) Sales Manager and one (1) Junior Sales Support Staff assigned in the Seoul and Busan offices. The Agency shall appoint a Republic of Korea Social Media Marketing Specialist to address all and any programs, campaigns, online posting, and maintain the GVB Republic of Korea website and social media platform accounts.	

**JOB DESCRIPTIONS, BUT NOT LIMITED TO THE FOLLOWING:**

**GVB Account Director**

- o Serve as key communication liaison with GVB head office
- o Attend all strategic planning meetings and discussions with GVB head office
- o Develop overall vision and strategy for the Republic of Korea market
- o Develop key government relationships
- o Handle overall budget planning and budget control
- o Make sure internal sales and marketing teams work in sync with each other to achieve GVB goals
- o Oversee all sub-contracting works and make sure vendors fulfill their contractual obligations
- o Manage to minimize GVB account personnel turnover and ensure knowledge transfer between new team members
- o Serve in GVB crisis management issues as deemed necessary by GVB head office

**Sales Teams x 2 persons (one sales manager and one junior sales support staff per city)**

- o Airline liaison & coordination
- o Trade relationships development
- o Travel expo organization
- o PR & media relationships development
- o Social media
- o Fam tour organization
- o Campaign development and implementation
- o Manage all vendors or sub-agencies hired related to trade, media and marketing activities

**Republic of Korea Social Media Marketing Specialist**

- o Maintain GVB Korean Website
- o Post Guam content materials on GVB social media platform accounts, as well as, others
- o Assist in the implementation of digital marketing promotions / campaigns / advertising
- o Prepare SM reports to GVB headquarters on a weekly, monthly and quarterly basis
- o Work with GVB's Global Social Media Strategist to align the Bureau's social media overall goals and objectives

5. Regional marketing representation may be provided to all or part of Micronesia, but major emphasis/focus shall always be on Guam as the main destination.

6. Marketing representation services shall be conducted under the name of the "Guam Visitors Bureau". Whenever applicable, in terms of promotional literature or signboards for promotional events/shows, "Guam USA" slogan or any other such slogan that may be developed for certain marketing projects as deemed necessary by the GVB Marketing Department from time to time, shall appear.

7. The Agency shall conduct a market survey of the Republic of Korea travel industry biannually to determine the nature of travel services presently offered or desired for Guam in the Republic of Korea. In addition, the Agency shall conduct a Guam brand perception survey at the beginning and the end of each fiscal year to compare perception differences and measure sales and marketing work.

8. The Agency shall initiate contact with tour wholesalers, airlines, hotels, travel agencies, and travel publications periodically and routinely to establish favorable working relationships, in consideration of possible future cooperative efforts for joint promotional programs in sales, PR, advertising and/or website activities and to develop strong and close relationships with both Korean and U.S. government representatives in the market. These promotional programs will include, but will not be limited to, familiarization trips to Guam for journalists and/or specialized travel agents, destination Guam product update seminars/workshops in the various cities, participation in trade and consumer travel shows, represent GVB as identified by GVB's Marketing Department at functions and meetings, interviews and all other representation activities related to Guam promotions.

9. The Agency is required to compile and input all contact data obtained from meetings, seminars/workshops, travel expos, etc. held, at least one week after, to GVB's Customer Relationship Management (CRM) system located within the GVB main website, visitguam.com, as the data is an asset to the Bureau. Failure to do so will result in penalties to include the following:

- o Deduct 10% from the monthly retainer fee
- o Termination of contract if continuous delays and/or non-performance

10. The Agency shall have the talent or resources to create and write a comprehensive tourism destination-marketing plan, to include a media schedule, on an annual basis. The plan shall be dynamic

and flexible enough to allow for monthly or quarterly change.	
11. The Agency shall have the talent or resources to develop and execute comprehensive social media marketing plan, as part of the main tourism destination market plan. This will include identifying the appropriate social media platforms for Republic of Korea, a posting schedule within social media rules and regulations, as well as monitoring and evaluation modules for performance of social media marketing efforts.	
12. The Agency shall have the capabilities to perform analytical work to determine current travel trends in the Republic of Korea market that could be beneficial or detrimental to Guam.	
13. The Agency shall have a monitoring plan to review GVB's programs and activities for effectiveness, and must be able to change with or adapt to market conditions.	
14. The Agency, as GVB's marketing representative in the Republic of Korea, shall provide, as needed by GVB, logistical support, relevant cultural and creative advice to attract Korean nationals, design, development and/or efficient management of incentive travel programs or promotions, special tour groups, sports tours, and special interest programs to market Guam as a world-class travel destination in the Republic of Korea.	
15. The Agency must provide assistance to other Government of Guam agencies, i.e., Guam Economic Development Authority, as advised by GVB head office.	
16. The Agency, as GVB's marketing representative, shall develop attainable and measurable goals to support GVB's Republic of Korea destination marketing objectives, which shall serve as the benchmark criteria GVB will use to evaluate effective performance of the duties, as assigned or required by GVB, for each 12-month period the contract is in effect.	

AGENCY'S RESPONSIBILITIES AND DUTIES INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING:

A. STRATEGIC PLANNING / RESEARCH

TASK	Initial
(1) Promote Guam and the Guam brand as a convenient, safe, and upscale tourist destination to the Republic of Korea media and travel industry.	
(2) Support the planning and execution of sales, marketing, PR, advertising, online social media and website plans for GVB.	
(3) Support GVB's Republic of Korea (focus will be Seoul, Busan, and Daegu) PR, advertising, sales, marketing, online social media and website strategy, where applicable, in all agreed upon and potential target markets.	
(4) Support GVB's Republic of Korea (focus will be Seoul, Busan, and Daegu) marketing strategy by focusing on affluent experienced Korean travelers, expatriates, corporate/business for group leisure and MICE (Meetings, Incentives, Conventions, and Exhibitions), weddings/honeymoon, divers, golfers, educational, and other key niche markets.	
(5) Monitor activities of Guam's competition and advise GVB Head Office Marketing Department on strategies to counter competitive initiatives with positive PR, sales, and/or advertising.	
(6) Analyze market trends and identify potential opportunities.	
(7) Make timely payments to all persons or firms supplying goods and/or services as part of GVB's sales, marketing, PR, advertising and website activities in the Republic of Korea.	
(8) Advise and bill GVB in a timely manner all applicable sales, marketing, PR, advertising, social media and website remittances made by the Agency for GVB's account and maintain complete and accurate books and records in this regard.	
(9) Prepare an annual fiscal year (FY) Republic of Korea sales, marketing, PR, advertising, social media and website plan and budget.	
(10) Stay updated on changes, upgrades, and new developments on Guam and communicates this information to the necessary audiences in the market.	

(11) Prepare and submit to GVB Head Office a Fiscal Year End Report that encapsulates all activities performed in the entire year of contract term. The Year End Report shall be in the format and specifications of a report template provided by GVB and due no later than October 15 <sup>th</sup> of each year.	
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**B. DESTINATION BRANDING**

TASK	Initial
(1) Consult in the production of sales, PR, and advertising tools in coordination with GVB's Republic of Korea Marketing strategy as authorized by GVB Head Office. All advertising creative, social media assets and trade promotion materials need to be developed according to GVB's Guam brand guideline, which will be provided to the Agency.	
(2) Where and when necessary, work with GVB Head Office to identify, strategize and establish a foothold and reach using the GVB Republic of Korea website as a powerful marketing communication tool.  The Agency's responsibility to maintain the GVB website is as following:  <ul style="list-style-type: none"> <li>o Must assign a dedicated personnel to manage GVB Republic of Korea website</li> <li>o Must learn how to use GVB web content management system (CRM)</li> <li>o Must regularly maintain and update GVB Republic of Korea website contents based on the latest information, news, program developments and campaigns in the Republic of Korea and in Guam and maintain an accurate database of contacts in the CRM system</li> <li>o Must provide one new content post on the GVB social media platform accounts and website per week</li> <li>o Must regularly maintain and update the GVB membership directory on the website to make sure the most appropriate Korean customer service personnel are listed</li> <li>o Must perform weekly and monthly web analytics to identify methods to increase website traffic and optimize for website conversions and to record action in reports to GVB</li> </ul>	
(3) Develop Point-of-Sale (POS) collaterals such as posters, manuals, Guam general information brochures, maps, flyers and pamphlets, displays, and other marketing tools and print materials in support of sales, marketing, PR, advertising and website activities.	
(4) Work to ensure all activities by the Agency are in line with GVB's Republic of Korea marketing strategy with the use of the Guam brand and GVB Republic of Korea website and social media platforms, such as, Facebook.	
(5) Maintain a library of reference information about Guam.	
(6) Utilize to a maximum the GVB South Korea website and ad creative to build and grow recognition and a positive understanding of Guam in South Korea.	
(7) Maintain a library of Guam photo images, videos, and collateral sales and marketing materials as well as props for well-branded promotional use amongst the travel trade and media sectors.	

**C. PR / MEDIA / SOCIAL MEDIA**

TASK	Initial
(1) Develop industry sales, PR, advertising, online social media and website programs and activities designed to meet GVB's needs and budgetary limitations.	
(2) Analyze the effect of sales, PR, advertising, online social media and website programs and activities implemented and work to improve them.  Regularly provide post campaign and post media familiarization tour evaluations to analyze the promotion programs return of investment and recommendations for improvements.	
(3) Work collaboratively and cooperatively with GVB Head Office on select programs, events, and activities in support of GVB's South Korea strategy.	
(4) Prepare media kits to use as sales tools to share with tour agents, airlines, etc. while prospecting for potential visitors to Guam.	

(5)	Where applicable, work collaboratively with GVB Head Office Marketing Department on the planning and execution of Special Promotions, Fam Tours, Travel Trade and Consumer Travel Shows, Seminars, events and any other activities as requested and/or agreed upon with the GVB Head Office.	
(6)	Promote Guam as a tourist destination by distributing promotional materials supplied by GVB which contains tourist related information such as inbound operators, hotels, restaurants, option tours, shopping and government regulations to the general public and representatives of the Republic of Korea travel industry.	
(7)	Develop and implement proactive sales, PR, advertising, online social media, website and marketing programs and activities.	
(8)	Conduct crisis communication consulting.	
(9)	Work cooperatively with GVB Head Office to counter negative publicity, which may arise.	
(10)	Maintain regular contacts with travel writers, editors, publishers, and other related media.	
	TASK	Initial
(11)	Develop and create a positive image of Guam in the Republic of Korea via PR and selected means of communication.	
(12)	Stimulate the desire for affluent leisure, business, and EXPAT travel to Guam.	
(13)	Develop awareness of Guam's attractions and facilities for leisure travel, meetings and incentive travel.	
(14)	Seek opportunities for special feature supplements, television documentaries, and location filming for exposure of Guam through print and electronic media.	
(15)	Plan press interviews and conferences to generate favorable publicity for Guam.	
(16)	Produce and distribute a minimum of three (3) press releases a month about Guam and activities related to Guam with prior review and approval by the GVB Head Office Marketing Department.	
(17)	Execute weekly or monthly social media posts, including post sharing) about travel destination Guam promoting upcoming events, campaigns, and tourism destination offerings using GVB's official accounts and/or profiles.	
(18)	Work closely with GVB's Social Media Strategist to take action on monthly Social Media Monitoring reports, both positive and negative.	
(19)	Provide a comprehensive media value calculation method for the Republic of Korea market to determine how the agency plans to measure success of media campaigns for Guam.	
(20)	Actively evaluate travel related mobile applications in the Republic of Korea and develop potential mobile marketing tie-in campaigns.	
(21)	Expand relationships with social media influencers, especially on emerging mobile social networks (e.g. Naver, Kakao Story, Facebook, Instagram, Twitter and Cyworld), for potential Guam promotion activities and campaigns.	
(22)	Develop online video strategies for promoting Guam with short form storytelling techniques that are relevant to the interests of the mobile centric video content consumers.	

#### D. SALES / TRADE

TASK		Initial
(1)	Conduct sales calls, meetings and presentations to key individuals, organizations and companies in line with GVB's overall Republic of Korea (focus will be Seoul, Busan, and Daegu) sales, PR, advertising, online social media and website strategy.	
(2)	Conduct regular monthly or more frequent sales calls to tour operators, travel agents, and airlines already packaging Guam as well as to those who may be interested in adding Guam to their tour programs.	
(3)	Must organize and input travel trade, media, and etc. contact information into GVB's Customer Relationship Management (CRM) system and be responsible to keep contacts and listing updated.	
(4)	Develop a MICE business plan to promote Guam as an ideal destination for MICE groups. <ul style="list-style-type: none"> <li>o Must target potential corporate companies and organizations</li> <li>o Must develop a sales product presentation and pitch proposals to potential MICE groups</li> <li>o Must generate sales development implementation plans</li> </ul>	

<ul style="list-style-type: none"> <li>o Must establish and maintain a database of MICE planners relevant to target cities in the Republic of Korea</li> <li>o Must communicate updated Guam MICE products to potential MICE groups and planners</li> </ul>	
(5) Where applicable, work with tour agent offices, organizations, corporations, airlines, and regional offices of said entities in Republic of Korea's major cities and others to ensure good understanding and recognition of Guam.	
(6) Must develop a quarterly sales plan that will encompass formal monthly travel agents seminars in different major cities of the Republic of Korea. Representative will invite travel agents, media, and other special interest groups in key cities to attend. These meetings should be regularly scheduled for product education and updates.  Must create Quarterly Sales Call calendar to visit travel agents' offices to deliver the latest Guam product development, campaign information, and collateral sales materials.	
(7) Work with the US Embassy/Consulates, US Commercial Services, the American Chamber of Commerce (AMCHAM), Pacific Asia Travel Association (PATA), Visit USA Committee, and other such organizations, especially those of the EXPATS living in the Republic of Korea to develop and push Guam packages.	

### E. ACCOUNT MANAGEMENT

TASK	Initial
(1) Respond to all consumer or trade inquiries, oral or written, within four (4) business days of receiving the inquiry. Translated copies of the Agency responses are to be forwarded to GVB Head Office Marketing Department and made a part of the Monthly Activity Report.	
(2) Prepare and submit to GVB Head Office Marketing Department a Weekly Status Report (WSR) along with complete information on the contact report form, in addition to the Monthly Activity Report (MAR) outlining measures taken by the Agency in promoting Guam as a tourist destination. Each MAR shall be based on the activities performed from the beginning to the end of each calendar month during the term of the contract. Each report must also include all invoices detailing relevant monthly expenses incurred by the Agency along with photocopies of original receipts translated in English in fulfilling its obligations under the contract. The MAR shall be in the format and specifications of a report template provided by GVB Marketing Department and due on the 15th of each following month.	
(3) Prepare and submit to GVB detailed Trip Reports outlining measures taken by the Agency in promoting Guam as a tourist destination during the approved travel. Each report will be based on the activities performed for each trip conducted on behalf of GVB during the term of the contract. Trip reports are to be submitted within ten (10) working days following the conclusion of approved travel.	
(4) Inform GVB of any fact or occurrence that affects GVB's interests, and disclose to GVB any personal, business, or financial interest (including but not limited to any ownership interest in, representation of, or employment by any person or firm providing any product or service that competes with any product or service provided by GVB) that may impair or otherwise affect the Agency's ability to represent GVB's interests to the maximum extent contemplated by its contract, or that may actually or potentially result in the disclosure by the Agency of any confidential information with respect to GVB or the representation of GVB by the Agency.	
(5) Not enter into contracts on GVB's behalf with artists or other independent contractors who employ the Agency as their agent, with entities owned or controlled by the Agency or entities in which the Agency has an interest, without prior disclosure to and specific written approval by GVB.	
(6) Not perform work itself that it is obligated under the contract out to other parties without prior disclosure to and specific written approval by GVB.	
(7) Cooperate with GVB in providing its services required under the contract.	
(8) Protect and preserve any confidential information and trade secrets generated for and by GVB and disclosed by GVB to the Agency throughout the course of its contractual relationship term plus an additional two (2) years after the contract expires.	
(9) Provide translated copies of pertinent news and industry information of interest to the GVB and Guam.	
(10) Maintain constant and frequent communication with the GVB Head Office.	

(11) Perform work and other assignments as provided by the GVB Head Office Marketing Department.

ACKNOWLEDGED AND UNDERSTOOD:

Happy Idea Company (HIC)

\_\_\_\_\_  
(Signature) (Print name and title)

Compensation will be for services rendered and based on negotiated rates. A set budget will be allocated for GVB's public relations and marketing representation services on a monthly basis. The budget will take effect on the commencement date of the contract awarded to the Agency. The budget amount may vary and is subject to the appropriation and availability of funds therefore. The contract term is for a one-year period, with two one-year options to renew. The renewal option shall be exercised only if all original contract terms, conditions, and prices remain the same or changes have been authorized by GVB. The renewal of the Agency's contract after the first fiscal year shall be based on the Agency's receipt of a satisfactory performance evaluation from GVB. The contractual obligation of both parties in each fiscal period succeeding the first is subject to the appropriation and availability of funds therefore.

GVB has a budget allocation for the implementation and execution of various activities such as advertising, public relations programs and special promotions or events as specified in the "Scope of Services". Such activities will be budgeted after due discussions and recommendations from the Agency.

GVB ACCOUNT EXECUTIVE:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Direct Line: \_\_\_\_\_

Mobile Number: \_\_\_\_\_





Gina Kono <gina.kono@visitguam.org>

## GVB Korea GSA Representation Services

1 message

**Gina Kono** <gina.kono@visitguam.org>

Fri, Mar 11, 2016 at 11:52 AM

Reply-To: gina.kono@visitguam.org

To: Henry Lee <hlee@tlkmarketing.net>

Cc: Ann Dong <ann@tlkmarketing.net>, Youngki Kim <ykkim@tlkmarketing.net>, Colleen Cabedo <colleen.cabedo@visitguam.org>, Pilar Laguana <pilar.laguana@visitguam.org>, Jon Nathan Denight <nathan.denight@visitguam.org>, Christine Lizama <chris.lizama@visitguam.org>

Hafa Adai Henry,

Please find attached GVB's letter regarding notice to end our agreement. I have also attached a list of items that need to be provided to GVB so we can hand them over to HIC.

Two items that I would like to point out as important are, the FY2016 Year End Report and February 2016 and March 2016 monthly reports. The Year End Report should cover the period from October 1, 2015 through March 31, 2016.

I will be advising HIC to contact you regarding the transfer of any promotional materials and gift items you may have in storage, program files, media, travel industry, and MICE planners data base.

Let me know if you have any questions regarding any of the items.

Sensaramente' (Sincerely),

**Gina Kono**

*Marketing Officer II, Marketing Department*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278  
gina.kono@visitguam.org | www.visitguam.org



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### 2 attachments

 031016 Notice to end month-to-month agreement.pdf  
56K

 GVB Korea Handover List As of 3112016.pdf  
26K



March 10, 2016

Mr. Henry Hun Soo Lee  
President  
TLK Marketing Co., Ltd.  
Kory Bldg., Room 616  
24 Sinmunro 1-Ga, Jongro-gu  
Seoul, Korea 110-796

Hafa Adai Henry,

The Guam Visitors Bureau would like to sincerely thank TLK Marketing for its dedication and commitment given to our account over the past eight years. Your hard work and professionalism were key factors in the tremendous growth of the Korean market.

As you know, GVB released a Request for Proposal (RFP) for Korean Tourism Destination Marketing Representation Services, and has now concluded our negotiations with the highest ranked proposer, Happy Idea Company (HIC).

Therefore, this letter serves as GVB's notice to end the Guam General Sales Agent (GSA) Representation Services for South Korea month-to-month Agreement (the "Agreement") on March 31, 2016. Gina Kono will be your point of contact regarding the transition process.

Once again, thank you for your service to the Bureau and the people of Guam.

*Senseramente' (Sincerely),*

JON NATHAN DENIGHT  
General Manager

Copy: Pilar Laguana, Marketing Manager  
Gina Kono, Marketing Officer  
Colleen Cabedo, Marketing Officer



GVB Republic of Korea Marketing Representative Handover List

Description	Status	Responsible Party	Conducted by
KBS2TV "The Return of Superman" Program	Pending	TLK	Henry
GIM 2016 Promotion	Pending	TLK	Henry
Benjefe Golf Tournament March 10-14, 2016	Pending	TLK	Henry
Hana Study Tour - March 27-31, 2016	Pending	TLK	Henry
Jin Air Busan-Guam Inaugural Flight - April 2016	Pending	TLK	Henry
Guam Riding Tour with Amino Vital in March 2016	Pending	TLK	Henry
Comedy TV Filming "Delicious Fellows" - Inspection Visit - April and filming - May 26-29, 2016 (31 pax)	Pending	TLK	Henry
TAs PATA Annual Summit and FestPac Package Sales	Pending	TLK	Henry
Shop Guam Festival 2015 Promotional Campaign Post Report	Pending	TLK/HIC	Henry/Don
Hana Tour International Travel Show	Pending	TLK	Henry/Ann
Travel Trade Database (for past three years)	Pending	TLK	Henry
Media Database (for last three years)	Pending	TLK	Henry
Transfer marketing collaterals and promotional gift items inventory from storage	Pending	TLK	Henry/Ann
GVB Korea website domain name and hosting server renewal	Pending	TLK	HIC
Year End Report (Oct 2015 - March 31, 2016)	Pending	TLK	Henry
Cooperative Projects Files Handover	Pending	TLK	Henry
Hana Tour / Mode Tour Project Files	Pending	TLK	Henry
MICE Listing	Pending	TLK	Henry
February 2016 and March 2016 Invoices	Pending	TLK	Henry/Ann

GVB Republic of Korea Marketing Representative Handover List

Description	Status	Responsible Party	Conducted by
Provide Guam image library	Pending	GVB HQ	Gina & Colleen
Provide Guam video library	Pending	GVB HQ	Gina & Colleen
Provide Guam icon and branding guidelines & elements	Completed/Review	GVB HQ	Gina & Colleen
Provide GVB logo and branding guidelines & elements	Completed/Review	GVB HQ	Gina & Colleen
Standard operating procedure for trade and media fam tours	Completed/Review	GVB HQ	Gina & Colleen
Guam global website makeover and launch	Pending	GVB HQ	Gina, Colleen & AJ
FY2016 Budget & Marketing Plan	FY2016 budget provided to HIC; Marketing plan sample to be provided	GVB HQ	Gina & Colleen
FY2017 Budget & Marketing Plan	Provide TLK FY2017 Budget & Marketing Plan to HIC to update	GVB HQ	Gina & Colleen
GVB South Korea key performance indicators (KPI's), FY2016 & FY2017 SMART Goals, and performance expectations	Pending	GVB HQ	Marketing Mgr
Guam procurement process and payment timeline	To be explained in further detail	GVB HQ	Marketing Mgr
Monthly Invoicing	Sample provided with explanation of formatting and supporting documents requirements	GVB HQ	Gina & Colleen
Weekly Status Reports	Sample and explanation provided	GVB HQ	Gina & Colleen
Business Contact Reports	Sample and explanation provided	GVB HQ	Gina & Colleen
Weekly Social Media Monitoring Reports	Sample and explanation provided	GVB HQ	Gina & Colleen
Monthly Activity Reports	Sample and explanation provided	GVB HQ	Gina & Colleen
Monthly Social Media Monitoring Reports	Sample and explanation provided	GVB HQ	Gina & Colleen
Set up GVB email address for new reps	Pending	GVB HQ	Gina, Colleen & AJ

## Re: GVB Korea GSA Representation Services

1 message

Gina Kono <gina.kono@visitguam.org>

Tue, Mar 15, 2016 at 9:39 AM

Reply-To: gina.kono@visitguam.org

To: Henry Lee <hlee@tlkmarketing.net>

Cc: Ann Dong <ann@tlkmarketing.net>, Youngki Kim <ykkim@tlkmarketing.net>, Colleen Cabedo <colleen.cabedo@visitguam.org>, Pilar Laguana <pilar.laguana@visitguam.org>, Jon Nathan Denight <nathan.denight@visitguam.org>, Christine Lizama <chris.lizama@visitguam.org>

Hafa Adai Henry,

For our records on GVB's RFP2016-006, we need to receive from you acknowledgement of receipt of our notice of non-selection. Also, I would like to discuss with you or Ann regarding the handover list of items that need to be addressed and well as status reports on the miscellaneous programs that you have initiated and are on-going.

Please be advised that Mr. Jason Yoon will be the point of contact at HIC for the handover items.

Hope to hear from you soon.

Senseramente' (Sincerely),

**Gina Kono**

*Marketing Officer II, Marketing Department*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278  
gina.kono@visitguam.org | www.visitguam.org



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On Fri, Mar 11, 2016 at 11:52 AM, Gina Kono <gina.kono@visitguam.org> wrote:

Hafa Adai Henry,

Please find attached GVB's letter regarding notice to end our agreement. I have also attached a list of items that need to be provided to GVB so we can hand them over to HIC.

Two items that I would like to point out as important are, the FY2016 Year End Report and February 2016 and March 2016 monthly reports. The Year End Report should cover the period from October 1, 2015 through March 31, 2016.

I will be advising HIC to contact you regarding the transfer of any promotional materials and gift items you may

have in storage, program files, media, travel industry, and MICE planners data base.

Let me know if you have any questions regarding any of the items.

Senseramente' (Sincerely),

**Gina Kono**

*Marketing Officer II, Marketing Department*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278

gina.kono@visitguam.org | www.visitguam.org



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Gina Kono <gina.kono@visitguam.org>

---

## RE: GVB Korea GSA Representation Services

1 message

---

Henry Lee <hlee@tlkmarketing.net>

Tue, Mar 15, 2016 at 12:04 PM

To: gina.kono@visitguam.org

Cc: Ann Dong <ann@tlkmarketing.net>, Youngki Kim <ykkim@tlkmarketing.net>, Colleen Cabedo <colleen.cabedo@visitguam.org>, Pilar Laguana <pilar.laguana@visitguam.org>, Jon Nathan Denight <nathan.denight@visitguam.org>, Christine Lizama <chris.lizama@visitguam.org>

Hafa Adai Gina,

Acknowledgement of receipt of notice of non-selection.

We will follow up on handover list of items and statue reports on the miscellaneous programs.

We will contact Mr Jason Yoon point of contact at HIC for the handover items next week.

Best regards,

Henry

**From:** Gina Kono [mailto:gina.kono@visitguam.org]

**Sent:** Tuesday, March 15, 2016 8:39 AM

**To:** Henry Lee

**Cc:** Ann Dong; Youngki Kim; Colleen Cabedo; Pilar Laguana; Jon Nathan Denight; Christine Lizama

**Subject:** Re: GVB Korea GSA Representation Services

Hafa Adai Henry,

For our records on GVB's RFP2016-006, we need to receive from you acknowledgement of receipt of our notice of non-selection. Also, I would like to discuss with you or Ann regarding the handover list of items that need to be addressed and well as status reports on the miscellaneous programs that you have initiated and are on-going.

Please be advised that Mr. Jason Yoon will be the point of contact at HIC for the handover items.

Hope to hear from you soon.

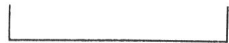
Senseramente' (Sincerely),

**Gina Kono**

*Marketing Officer II, Marketing Department*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278  
gina.kono@visitguam.org | www.visitguam.org



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I will be advising HIC to contact you regarding the transfer of any promotional materials and gift items you may have in storage, program files, media, travel industry, and MICE planners data base.

Let me know if you have any questions regarding any of the items.

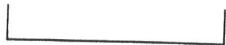
Sincerely,

**Gina Kono**

*Marketing Officer II, Marketing Department*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278  
gina.kono@visitguam.org | www.visitguam.org



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Gina Kono <gina.kono@visitguam.org>

## Re: GVB Korea GSA Representation Services

1 message

Gina Kono <gina.kono@visitguam.org>

Mon, Apr 4, 2016 at 5:46 PM

Reply-To: gina.kono@visitguam.org

To: Henry Lee <hlee@tlkmarketing.net>

Cc: Ann Dong <ann@tlkmarketing.net>, Youngki Kim <ykkim@tlkmarketing.net>, Colleen Cabedo <colleen.cabedo@visitguam.org>, Pilar Laguana <pilar.laguana@visitguam.org>, Jon Nathan Denight <nathan.denight@visitguam.org>, 윤호석 <jacob\_yoon@hicompany.co.kr>, Anna Kim <anna\_kim@hicompany.co.kr>, 김지애 <gemma\_kim@hicompany.co.kr>

Hafa Adai Henry,

I am following up on the progress of the transfer of information and materials from TLK to HIC. Also, providing information/post event reports on some of the projects that I listed.

Please find attached an updated list. I have indicated in red those items that still need to be transferred to HIC or forwarded to GVB head office. Please review the list and advise us the status.

As you may know, GVB management will be coming to Korea next week to formally meet with KGTC to introduce our new Korea Marketing Representative. During this time, I would like to find out if it is possible for Pilar and I to visit you and review this list and discuss any pending matters. Are you available on April 15? If so, can you advise us a suitable time for you so we can come to your office or any other location you would like to meet at.

Hope to hear back from you soon. Thanks for your attention on this matter.

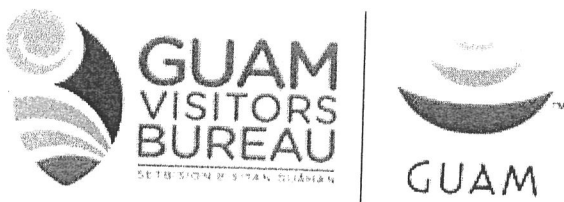
Senseramente' (Sincerely),

**Gina Kono**

*Manager - Korea & North America Markets*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278  
gina.kono@visitguam.org | www.visitguam.org



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On Fri, Mar 11, 2016 at 11:52 AM, Gina Kono <gina.kono@visitguam.org> wrote:  
Hafa Adai Henry,

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Two items that I would like to point out as important are, the FY2016 Year End Report and February 2016 and March 2016 monthly reports. The Year End Report should cover the period from October 1, 2015 through March 31, 2016.

I will be advising HIC to contact you regarding the transfer of any promotional materials and gift items you may have in storage, program files, media, travel industry, and MICE planners data base.

Let me know if you have any questions regarding any of the items.

Senseramente' (Sincerely),

**Gina Kono**

*Marketing Officer II, Marketing Department*

**GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278  
gina.kono@visitguam.org | www.visitguam.org



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 **GVB Korea Handover List As of 4042016.pdf**  
27K

**Re: Manager mode of GVB webpage**

1 message

Gina Kono &lt;gina.kono@visitguam.org&gt;

Sat, Apr 9, 2016 at 5:24 PM

Reply-To: gina.kono@visitguam.org

To: 김정아 &lt;anna\_kim@hicompany.co.kr&gt;

Cc: Colleen Cabedo &lt;colleen.cabedo@visitguam.org&gt;, 김지애 &lt;gemma\_kim@hicompany.co.kr&gt;, 윤호석 &lt;jacob\_yoon@hicompany.co.kr&gt;, 함지원 &lt;jessica\_ham@hicompany.co.kr&gt;, 임지호 &lt;ryan\_lim@hicompany.co.kr&gt;, Don Park &lt;psduj@daum.net&gt;, Pilar Laguana &lt;pilar.laguana@visitguam.org&gt;

Hi Anna,

Okay. I will email TLK and request that they forward the ID & PW for the GVB Korea Website. I do not understand why they are not responding to your request.

Senseramente' (Sincerely),

**Gina Kono***Manager - Korea & North America Markets***GUAM VISITORS BUREAU**

401 Pale San Vitores Road | Tumon, Guam 96913 | (671) 646-5278

gina.kono@visitguam.org | www.visitguam.org



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On Fri, Apr 8, 2016 at 9:05 PM, 김정아 &lt;anna\_kim@hicompany.co.kr&gt; wrote:

Dear Gina,

As you know, TLK has provided guide books and maps to people who requested on the GVB Korea website.

So, we requested the ID and Password of GVB Korea website to TLK three days ago so that HIC can manage the website, but we have not received any response yet.

I was just requested 120 guide books from the travel agent, 'Tidesquare' for the incentive trips to Guam.

Tidesquare is handling the incentive trip for Lam Research Korea as I told you when you visited Korea for Incheon half marathon.

So, they have asked for some support from GVB. Here is the information of the event.

**\*Name of Travel agency: TIDESQUARE**<http://www.tidesquare.com/en/company.php>

\*Host: Lam Research Korea

\*Traveler: Employees of Lam Research Korea and their families

\*Estimated no. of people: about 300

\*Departure dates: 1st - April 25 (60-70 pax) \*Confirmed

2nd - May 08 (50-60 pax) \*Confirmed

3rd - May 23 (50 pax) \*TBD

4th - Jun 13 (50 pax) \*TBD

5th - Sep 16 (50 pax) \*TBD

\*Hotel: Hyatt

I am going to send some guide books and maps to Tidesquare for this time, but I am wondering when and how HIC can manage the website for those guide book & map requests.

Below is the screen shot of the page which people request for Guam guide books & maps, and I just found out that TLK currently does not provide maps to people.

The sentence highlighted in yellow says that "We currently provide only Guam guide books. Please download the file of the map on the website, or you can refer to the map in the back page of the guide book."

우편 신청을 원하시는 분들은 아래 정보를 입력해 주세요.

\* 삼 광 페스티벌이 2016년 2월 15일로 행사가 종료되었습니다.

또한 어플을 포함한 쿠폰북 배포 및 사용이 종료되었음을 참고 바랍니다.

\* 가이드북은 2,500원 내외로 착불 발송 됩니다. (도서산간지역 제외)

신청 후 3~4일 후 발송되며, 발송 후 배송완료까지는 평균 2일 정도 소요됨을 참고 바랍니다. (주말제외)

\* 광 지도가 제작 중으로, 가이드북만 발송됩니다.

상단의 지도 파일을 다운받아 이용하시거나, 가이드북 뒷편의 지도를 참고해 주세요.

성:

이름:

이메일:

이벤트 소식 및 정보 이메일로 받기

주소:

우편 번호:

연락처:

붉게 표시된 부분은 필수 입력 사항입니다.

Therefore, I would like to ask if you know ID & PW of the manager mode for GVB Korea website, or any ways to reset them.

I think it would be better to reset them and advise to TLK that HIC is going to handle it from now on....something like that.

Please let me know your opinion on this

Thank you.

Sincerely,

Anna

김정아 드림.

Anna Kim 김정아

Deputy General Manager 차장

HIC | GVB Korea

Officia Building #1629, 163 ShinMoonro 1-Ga, JongRo-Gu, Seoul, Korea

Tel.02.6325.4164 / Mobile.010.8229.0609

Email: anna\_kim@hicompany.co.kr



**From:** 임지호 [mailto:ryan\_lim@hicompany.co.kr]

**Sent:** Tuesday, April 05, 2016 2:17 PM

**To:** ann@tikmarketing.net

**Cc:** Gina Kono; Colleen Cabedo; 김정아; 김지애; 윤호석; 함지원

**Subject:** Manager mode of GVB webpage

Hello,

This is Ryan from HIC.

We would like to know the manager mode's password for GVB webpage. so that we can handle and take care of the webpage from now on.  
So please let us know the manager mode of the webpage and password as well.

Thank you

**Ryan Lim 임지호**

Manager 과장

HIC | GVB Korea

Officia Building #1629, 163 ShinMoonro 1-Ga, JongRo-Gu, Seoul, Korea

Tel.02.6325.4165 / Mobile.010.2356.6780

Email: ryan\_lim@hicompany.co.kr





Gina Kono <gina.kono@visitguam.org>

## Transition of GVB Property and Marketing Programs

1 message

Gina Kono <gina.kono@visitguam.org>

Mon, Apr 11, 2016 at 9:07 AM

Reply-To: gina.kono@visitguam.org

To: Henry Lee <hlee@tlkmarketing.net>

Cc: Ann Dong <ann@tlkmarketing.net>, Youngki Kim <ykkim@tlkmarketing.net>, Pilar Laguana <pilar.laguana@visitguam.org>, Jon Nathan Denight <nathan.denight@visitguam.org>, 윤호석 <jacob\_yoon@hicompany.co.kr>, Don Park <psduj@daum.net>, Colleen Cabedo <colleen.cabedo@visitguam.org>

Hafa Adai Henry,

I am once again contacting you on the status of our request regarding the miscellaneous items that need to be handed over to our new marketing representatives, HIC.

As you know, our contract with TLK ended on March 31, 2016 and the contract with HIC commenced on April 1, 2016. It is now April 11, 2016 and on March 11 is when I first sent you the list of handover items and you responded on March 15 that you will work on the items, and status reports on the miscellaneous programs. I have checked with HIC on the status of the handover and they informed me they still have not received any communications from you.

I am, once again, attaching the list of items and have made a slight change to one item. It is #14 - GVB Korea website domain name and hosting server renewal information and Administrative Access Codes and Passwords. We need this information as soon as possible so that we can make the necessary changes to our GVB Korea Marketing Representative information online.

The other urgent matter is the March 2016 invoice and monthly report. I am once again attaching the list of handover items and appreciate you contacting Mr. Jacob Yoon of HIC to coordinate the transfer.

Please let me know if you have any questions or need further details on this matter.

Senseramente' (Sincerely),

**Gina Kono**

*Manager - Korea & North America Markets*

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gina.kono@visitguam.org | www.visitguam.org



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