



TERRITORY OF GUAM  
OFFICE OF THE GOVERNOR  
AGAÑA, GUAM 96910  
U. S. A.  
EXECUTIVE ORDER NO. 97-15

**RELATIVE TO ESTABLISHING THE GOVERNMENT OF  
GUAM MARKETING COOPERATIVE (GOVGUAM  
MARKETING CO-OP).**

**WHEREAS,** the government of Guam recognizes that the foundation of successful global marketing of Guam as a destination requires a well-defined image of our island which promotes Guam's economic assets and quality of life assets in the best possible way; and

**WHEREAS,** an informal marketing cooperative consisting of marketing, promotional, or public information officers of various government of Guam agencies has begun preliminary work on a "Guam image", and have identified our island's most outstanding promotable assets at this time to be: our culture, pristine environment, geographic location, political stability, territorial status as U.S., modern business climate, U.S. accredited education, developed infrastructure, advanced technology, international air and sea transportation hub status, and more; and

**WHEREAS,** the assets which make up the "Guam image" must be developed into a long-term, global marketing campaign which is unified, recognizable, and competitive in order to attract visitors, students, investors, and new businesses to Guam to promote a prosperous economy; and

**WHEREAS,** in order to develop a long-term campaign in a unified manner and to promote island-wide use of the campaign in all off-shore marketing, the government agencies which have an interest in off-shore marketing must work together to ensure that the developed campaign incorporates an effective and unified message;


**NOW, THEREFORE, I, CARL T. C. GUTIERREZ,** Governor of Guam, by virtue of the authority vested in me by the Organic Act do order:

1. There is created a "Government of Guam Marketing Cooperative," known as the "GovGuam Marketing Co-op," which is comprised of the following permanent voting members:
  - a) A. B. Won Pat Guam International Airport Authority;
  - b) Guam Community College;
  - c) Guam Economic Development Authority;
  - d) Guam Housing Corporation;
  - e) Guam Mass Transit Authority;
  - f) Guam Memorial Hospital Authority;

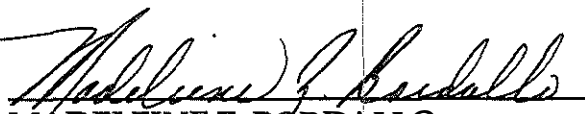


- g) Guam Power Authority;
  - h) Guam Telephone Authority;
  - i) Guam Visitors Bureau;
  - j) Port Authority of Guam;
  - k) Guam Waterworks Authority; and
  - l) University of Guam.
2. The heads of the agencies listed in Paragraph No. 1 above shall assign their respective marketing, promotional, or public information officers to attend GovGuam Co-op meetings; and
  3. The GovGuam Marketing Co-op shall establish guidelines for its formation and operation, to include but be not limited to the following:
    - a) membership qualifications and responsibilities;
    - b) funding and resources;
    - c) fund handling and resource contribution management;
    - d) use and accountability of funds;
    - e) partnerships with the private sector.
  4. Guam Economic Development Authority (GEDA) shall take the lead in organizing the GovGuam Marketing Co-op and personnel from GEDA shall be the Chairperson of the Co-op.
  5. The provisions of this Executive Order are severable and if any provision or part is held invalid, unconstitutional, or inapplicable to any agency or circumstances, such invalidity, unconstitutionality, or inapplicability shall not affect or impair the remaining provisions.

**SIGNED AND PROMULGATED** at Agana, Guam this 19th day of June, 1997.

  
**CARL T. C. GUTIERREZ**  
Governor of Guam

**COUNTERSIGNED:**

  
**MADELEINE Z. BORDALLO**  
Lieutenant Governor of Guam