

NORTH AMERICA, PACIFIC, PHILIPPINES, & NEW MARKETS (NAPPNM) MARKETING COMMITTEE MEETING MINUTES

Monday, November 17, 2025 at 2:00 p.m.

GVB Main Conference Room and virtually via Zoom

<https://us02web.zoom.us/j/87520848609?pwd=4iH2W4aYLesgdvYbUUJ6bAlKbtaUmS.1>

**online attendance*

<u>Members Present:</u> 1. Maritess Woodall - Dusit Thani Guam Resort/Dusit Beach Resort Guam * 2. Dorene Kanoh - Goodwind Corp* 3. Israel Fontanilla - Philippine Airlines* 4. Robert Paulino - Emerald Pacific Group Corp * 5. Mami Manlucu - Crowne Plaza Resort Guam* <u>Alternates/Others Present:</u> 6. Paul Quinto - Stroll 7. Roxanne Fajardo - Don Don Donki*	<u>Members Absent:</u> 1. Sheila Baker - Hilton Guam Resort & Spa 2. Valerie Carbullido - Sentry Hospitality Corporation 3. Connie Mayers - Goodwind Travel & Tour 4. Monty McDowell - Advance Management Inc. 5. Uta Miyazawa - Don Don Donki Guam 6. James Rosenberg - Stroll <u>GVB Board/Management/Staff Present</u> 1. Robert Hofmann - Board Director 2. Nadine Leon Guerrero - Director of Global Marketing 3. Sharlene Guerrero - Senior Marketing Manager 4. Mark Manglona - Senior Marketing Manager 5. Breeana Q. Garrido - Marketing Manager 6. Brian Cha - IT Assistant
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I. CALL TO ORDER

NAPPNM Chairman Robert Hofmann called the North America, Pacific, Philippines, and New Markets meeting to order at 2:03 p.m.

II. CHAIRMAN'S REPORT

No Chairman's report at this time.

III. MANAGEMENT/MARKET REPORT

• PHILIPPINES

Ms. Sharlene Guerrero, GVB Senior Marketing Manager - Philippines and Ms. Cheska Dizon, GVB Philippines Marketing Representative provided updates for the Philippines market.

i. Visitor Arrivals

Arrivals from the Philippines reflected an increase across the board for month-to-date, calendar year-to-date, and fiscal year-to-date.

VISITOR ARRIVALS



VISITOR ARRIVALS AS OF SEPTEMBER 30, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
Philippines	5,385	853	945	10.8%

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
Philippines	14,305	9,587	10,508	9.6%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
Philippines	20,708	13,235	14,465	9.3%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

ii. Marketing Activities

Ms. Sharlene Guerrero shared the new Cebu to Guam route on Philippine Airlines, which launches December 16, 2025. The route will run thrice weekly operating on Tuesdays, Thursdays, and Saturdays.

CEBU-GUAM NEW ROUTE




NEW ROUTE!

TAKE OFF FROM
Cebu to Guam
SOON!

BOOK NOW AND FLY STARTING **DECEMBER 16, 2025**

As low as USD 198
Roundtrip Economy Base Fare
Excludes taxes, fees, and surcharges
Final fare displayed at booking

CEB - GUM | GUM - CEB | CEB - GUM - CEB

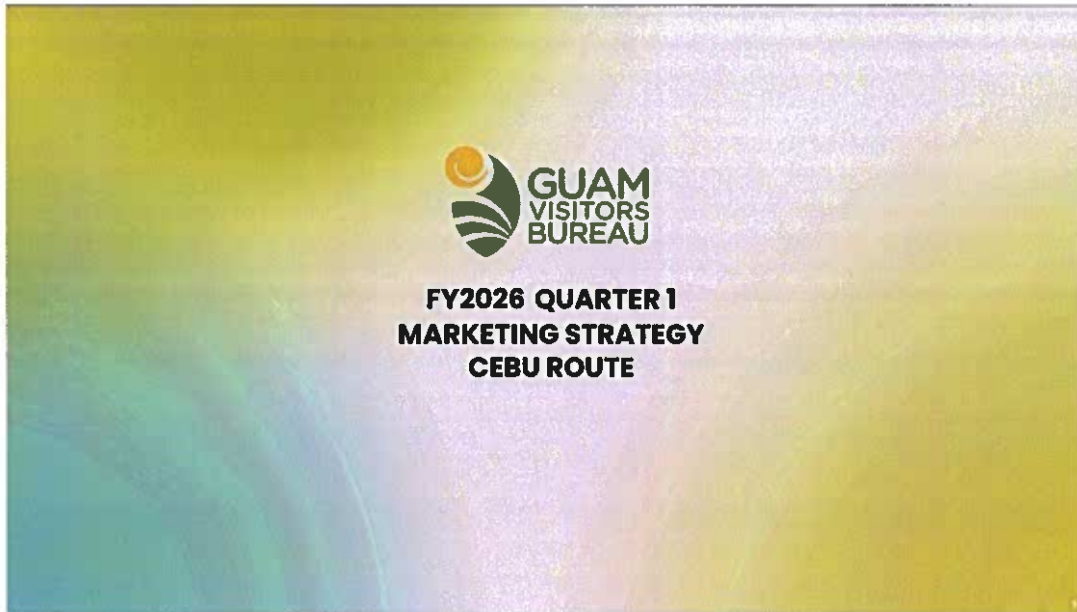
Available for booking starting on November 15, 2024
Last flight to Cebu from Guam on November 15, 2024
Cebu Airlines has flights to Cebu from Manila, Iloilo, and Zamboanga

BOOK NOW at philippineairlines.com

Philippine Airlines
The Heart of the Pacific

- CEB-GUM flight launches Dec 16, 2025
- Thrice-weekly service (operating Tues, Thurs, and Sat)
- Flights operated using Airbus A321ceo or A321neo aircraft
- Departure from Cebu at 9:40 PM, arriving in Guam at 3:25 AM
- Return flight departs Guam at 5:15 AM, arriving in Cebu at 6:50 AM
- To further promote the route, PAL will be offering FREE domestic flights to Cebu to connect to Cebu-Guam flight (taxes and surcharges may differ)

Ms. Cheska Dizon shared the FY2026 1st quarter marketing strategy with the committee.



TARGET MARKET

LEISURE TRAVELERS & FAMILIES

Residents of key urban centers in Cebu, Iloilo, Davao, and Cagayan de Oro

- Older Millennial Generation
- Gen Z Travelers
- Families
- Expats
- US Visa Holders
- Senior Market

MICE & SMERF GROUPS

- Church groups, sports organizations
- Corporate managers



AWARENESS

ALWAYS-ON DIGITAL ADS

MEDIA PLAN

Platforms: Facebook | Instagram

NOVEMBER

- CEB-GUM Airfare – PAL Post
- ILO-CEB-GUM/ DVO-CEB-GUM flight promos (free domestic offer) – PAL Post
- Countdown Nov 16: 30-days before inaugural flight post
- Visual Pillar Post: Grounded in Culture

DECEMBER

- CEB-GUM Airfare – PAL Post
- Dec 8: 10-day / Dec 11: 5-day / Dec 15: 1-day countdown before inaugural flight posts
- Visual Pillar Post: Moments & Memories

JANUARY

- Visual Pillar Post: Under the Sun
- Influencer FAM Trip Posts



AIRPORT PARTNERSHIP

MACTAN-CEBU AIRPORT



Media plan will be focused on Facebook and Instagram platforms from November – January as well as an airport partnership at the Mactan-Cebu airport.

OOH ADS

MODERN JEEPNEY WRAPS & BILLBOARD



ADVERTISING Along 300 Spanned L. Highway Highway - Pagan
Lago Lagoon (Pagan's) Highway - Pagan
Size: 10' x 14' 6" 6"
Estimate: 10,000 views per day, only looking to increase target
Monthly: \$1,000 - \$1,500 depending on day



ADVERTISING On 1000 Highway Highway - Lagoon Lago City City (Pagan)
Size: 10' x 14' 6" 6"
Estimate: 10,000 views per day, only looking to increase target
Monthly: \$1,000 - \$1,500 depending on day



• December 1 - December 30, 2025



AMPLIFICATION

ON-GROUND MINI EVENT

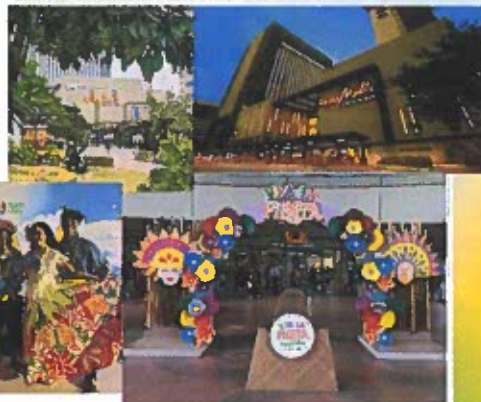
GUAM WITH ME MINI EVENT

Target Date: December 13-14, 2025

The hub of the young urbanite, AyalaMalls Central Bloc is a vibrant hang-out destination. It features trending IT concepts, refreshing retail and dining outlets, and venues to chill out.

AyalaMalls
CENTRAL BLOC

- Cultural performers
- Travel agent package sales
- PAL representation
- Flavors of Guam: local treats
- Retail vendors: Guam-inspired merchandise



GVB is planning a Guam with Me mini event targeted for December 13-14, 2025, at the AyalaMalls in Central Bloc. The Guam with Me event will showcase Guam's cultural performers, travel agent package sales, PAL representation, flavors of Guam and retail vendors with Guam inspired merchandise.

SALES INITIATIVES

PHILIPPINE AIRLINES PARTNERSHIP

PALxGVB INAUGURAL FLIGHT FAM VISIT TRAVEL AGENTS AND MEDIA

December 16-21, 2025

PALxGVB Upfront Incentive for Travel Agents

- Offered to all accredited PAL travel agents – DTP and BSP (Visayas-based agents)
- Agents required to sell a minimum of 10 accumulated ticketed and flown roundtrip tickets
- For each flown roundtrip ticket, agent will receive Php300 gift certificate



GUAM WITH ME CAMPAIGN

CEBU SALES BLITZ

December 2025 or January 2026

- Face-to-face calls with Visayas-based agents
- Share MICE program
- Share incentive campaign (TBA)

GVB in partnership with Philippine Airlines (PAL) will host an inaugural flight FAM visit of travel agents and media from December 16-21, 2025. An Upfront Incentive for Travel Agents is also being offered, while a Cebu Sales Blitz from December 2025 - January 2026 will take place.

INFLUENCER FAM VISIT

Target Date: January 2026

Recommended Influencers

MARIS RACAL

An actress/singer from Tagum, Davao del Norte

Instagram: 7.7M
Facebook: 3.4M
TikTok: 8.8M
YouTube: 1.2M



MATTEO GUIDICELLI

An actor, model, singer, and military officer from Cebu City

Instagram: 3M
Facebook: 5.1M
TikTok: 218.6K
YouTube: 550K



MARKETING STRATEGIES



MEMBERSHIP OUTREACH EARLY CHECK-IN PROMOTION

Seeking hotel partners that will offer an early check-in for Filipino guests (*booking a minimum of three nights*) arriving on flights:

- PR110, UA184 (from Manila)
- PR120 (from Cebu)

WHY SUPPORT THE PHILIPPINE MARKET?

- High-value market of financially capable, family-centric travelers
- Likely to share positive experiences and recommend your property within their close-knit social and family networks
- U.S. visas typically belong to upper-middle to high-income brackets, ensuring substantial spending capacity

Ms. Guerrero thanked the members who are participating in an early check-in promotion for those traveling on the Cebu-Guam route. Members and their special offers are highlighted in the slides below.

MARKETING STRATEGIES



EARLY CHECK-IN PROMOTIONS

*Thank
you!*

GUAM REEF HOTEL EARLY CHECK-IN AT 6AM

Valid Oct 20, 2025 - Sept 30, 2026

- Valid for stays of 3 to 6 nights
- Book 4 nights or more, complimentary roundtrip airport transportation



WESTIN RESORT GUAM EARLY CHECK-IN FROM 2AM OR LATE CHECK-OUT UNTIL 6PM

Valid until March 31, 2026

- Welcome drink for guests
- Minimum 3-night stay and advance reservation required
- Presentation of flight ticket required
- Flight information must be provided at the time of booking



MARKETING STRATEGIES



EARLY CHECK-IN PROMOTIONS

*Thank
you!*

HOTEL NIKKO GUAM EARLY CHECK-IN AT 10AM

- Offer is contingent upon guests booking through a specific rate plan and presenting a valid boarding pass upon arrival

Direct URL:
<https://reservations.travelclick.com/112633?RatePlanId=10691150>



HILTON GUAM EARLY CHECK-IN BEFORE 10AM AT 50% OFF STANDARD NIGHTLY RATE

- Must book directly with the hotel by +1 (671) 646-1835 or email GUMHI_RES@hilton.com
- If booking online, must be through [Hilton.com](https://www.hilton.com) and then email property directly with confirmation details to make necessary arrangements.
- Offer not valid through third-party online travel agencies (OTAs).
- Must present their boarding pass to validate eligibility



MARKETING STRATEGIES



EARLY CHECK-IN PROMOTIONS

*Thank
you!*

**DUSIT THANI GUAM RESORT
DUSIT BEACH RESORT GUAM
BAYVIEW HOTEL GUAM**
EARLY CHECK-IN BEFORE 10AM AT 50%
OFF STANDARD NIGHTLY RATE

- Subject to room availability



GUAM PLAZA RESORT
EARLY CHECK-IN BEFORE
10AM AT 50% OFF
STANDARD NIGHTLY
RATE

- Valid January 5 - April 30, 2026
- Minimum three-night booking
 - Must present boarding pass



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TRADE ACTIVITIES



GVB MONTHLY NEWSLETTERS

- GVB continues to send its monthly electronic mailers to keep Guam top of mind among trade partners in the Philippines
- October's newsletters promoted the upcoming Cebu flight and sports tourism in Guam
- Sent to 2,050 travel agents



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GVB continues to share its monthly electronic newsletter to keep Guam top of mind among trade partners in the Philippines. The newsletter for October highlighted and promoted the upcoming Cebu flight and sports tourism and was sent to 2,050 travel agents.

UPCOMING PI GROUPS



THANKSGIVING GROUP TRAVEL TO GUAM

- Guam will be welcoming five different groups from the Philippines from November 26-30, 2025
- Junior Golf Sports & Black Friday/Leisure Groups
 - Gideon Diestro, Sports Director – 24 pax
 - J.E.H. Travel Services – 10 pax
 - 305 Travel and Tours – 30 pax
 - Dzone Travel Hub – 21 pax
 - Byahe Dito Travel and Tours



**GUAM INTERNATIONAL
TEENS GOLF CHAMPIONSHIPS**
Country Club of the Pacific
NOVEMBER 28 (Friday) to 30 (Sunday), 2025



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Mr. Israel Fontanilla from Philippine Airlines (PAL) shared that the Manila-Guam aircraft has been upgraded to a larger carrier on Thanksgiving Day as there was a larger demand for seats. Additionally, Ms. Guerrero shared that there will be a Guam vs Philippines FIBA qualifier game on November 28, 2025.

iii. Philippines Budget Summary

Ms. Sharlene Guerrero shared that the Philippines market budget for FY2026 is \$400,000. There were no questions or objections regarding the budget from committee members.

PHILIPPINES 2026 BUDGET



FY2026 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Committed	Remaining \$	Remaining %
PRE001	Marketing Representative Fees	\$ 60,000.00	\$ -	\$ 60,000.00	\$ -	0.00%
PRE005	Information Office Expenses	\$ 6,000.00	\$ -	\$ 6,000.00	\$ -	0.00%
TTC039	Media & Travel Trade Industry FAM Tours	\$ 50,000.00	\$ -	\$ -	\$ 50,000.00	100.00%
TTC067	Travel Trade Events / MICE / Consumer Shows	\$ 130,000.00	\$ 1,514.88	\$ 3,669.37	\$ 124,815.75	96.01%
SMD023	Sales & Marketing Development / Digital Marketing	\$ 154,000.00	\$ -	\$ 12,000.00	\$ 142,000.00	92.21%
GRAND TOTAL		\$ 400,000.00	\$ 1,514.88	\$ 81,669.37	\$ 316,815.75	79.20%

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- **NORTH AMERICA**

Mr. Mark Manglona presented the updates for the North America Market.

- i. **Visitor Arrivals**

Mr. Mark Manglona shared that the arrivals for North America as of September 30, 2025, reflected a decrease across the board for month-to-date, calendar year-to-date, and fiscal year-to-date.

North America

Visitor Arrivals as of September 30, 2025

Market	Total MTD 2019	Total MTD 2024	Total MTD 2025	% to LY
USA	61,405	26,161	5,250	-79.9%

Market	Total CYTD 2019	Total CYTD 2024	Total CYTD 2025	% to LY
USA	70,796	66,303	61,051	-7.9%

Market	Total FYTD 2019	Total FYTD 2024	Total FYTD 2025	% to LY
USA	93,394	86,325	79,438	-8.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

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- ii. **News Highlight**

Mr. Mark Manglona shared that Guam was voted #1 for Best Shore Diving Destination in theamong Pacific, Indian, and Mediterranean destinations in the Scuba Diving Magazine, which is the official publication of PADI. Print circulation reaches 200,000 readers and dive shops and a combined reach of 2.4 million audience. GVB looks forward to continuing our efforts in promoting Guam as a unique dive destination.

Guam - Best Shore Diving Destination



Scuba Diving Magazine

Best Shore Diving Destination

- Guam was voted #1 for "Best Shore Diving Destination" among Pacific, Indian and Mediterranean destinations.
- Scuba Diving Magazine is the official publication of PADI.
- Print circulation reaches 200,000 readers and dive shops and a combined reach (print and online) of 2.4 million audience.
- Palau also voted #1 for "Best Wall Diving Destination".



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iii. North America Budget Summary

Mr. Manglona shared that the North America marketing budget for FY2026 is \$325,000. There were no questions or objections regarding the budget from committee members.

FY 2026 Budget Summary



NORTH AMERICA MARKET
FY2026 Actual Spend versus Budget YTD

G/L Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SMD623	Sales Market Development	\$ 300,000.00	\$ -	\$ -	\$ -	\$ 300,000.00	100.00%
TTC941	Media/Advertising Industry Co-op	\$ 25,000.00	\$ -	\$ -	\$ -	\$ 25,000.00	100.00%
GRAND TOTAL		\$ 325,000.00	\$ -	\$ -	\$ -	\$ 325,000.00	100.00%

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Mr. Manglona also shared that GVB will be collaborating with Stars and Stripes Japan and Guam to promote routes between Japan-Guam and Korea-Guam. Stars & Stripes is the number 1 military publication.

- **PACIFIC**

Mr. Mark Manglona presented the updates for the Pacific Market.

i. Visitor Arrivals

Month-to-date, calendar year-to-date, and fiscal year-to-date arrival data for the Pacific market are down across the board.

Pacific Markets



September 1-30, 2025

Total: 56,973 (+12.7%)

Market	2019	2024	2025	% vs LY
CNMI	1,439	949	861	-9.3%
Palau	262	254	182	-28.3%
FSM	1,202	784	748	-4.6%
RMI	134	41	36	-12.2%
Australia	116	46	88	91.3%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

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Pacific Markets



Calendar Year to Date 2025

Total: 552,630 (-1.9%)

January – September 30, 2025

Market	2019	2024	2025	% vs LY
CNMI	17,572	10,060	9,187	-8.7%
Palau	3,143	2,676	2,170	-18.9%
FSM	10,919	9,451	7,850	-16.9%
RMI	1,226	474	330	-30.4%
Australia	1,649	1,061	979	-7.7%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

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Pacific Markets



Fiscal Year to Date 2025

Total: 727,886 (-3.2%)

October 2024 – September 30, 2025

Market	2019	2024	2025	% vs LY
CNMI	22,566	13,065	12,388	-5.2%
Palau	4,168	3,580	3,197	-10.7%
FSM	14,023	12,593	10,838	-13.9%
RMI	1,597	604	484	-19.9%
Australia	2,165	1,259	1,256	-0.2%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Chillian Air arrivals only.

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ii. Upcoming Events

Mr. Manglona shared that Guam will be hosting the PATA Micronesia Chapter 3rd Tri-Annual Meeting from December 8-10, 2025. The meetings will take place at the Guam Museum with an expected 30-50 members in attendance. The Micronesia Chapter members are invited to experience the inaugural Guam International Dance Festival (GIDF) as a pre-event tour experience.

PATA MICRONESIA CHAPTER 3rd TRI-ANNUAL MEMBERSHIP MEETING



PATA Micronesia Chapter 3rd Tri-Annual Meeting
December 8-10, 2025
Guam

- Guam will be hosting the 3rd Tri-Annual PATA Micronesia Chapter Meeting in December 8-10, 2025.
- Chapter members from around Micronesia and the Marianas will be participating in the meetings.
- United Airlines is offering Chapter members a 20% discount on roundtrip economy fares.
- PATA Micronesia Chapter members are invited to experience the inaugural Guam International Dance Festival (GIDF) as a pre-event tour experience.



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iii. Pacific Budget Summary

Mr. Manglona shared that the Pacific marketing budget for FY2026 is \$100,000. There were no questions or objections regarding the budget from committee members.

FY 2026 Budget Summary



PACIFIC MARKET							
FY2026 Actual Spend versus Budget YTD							
G/L Code	Account Title	Budget	Paid	Pending	Committed	Remaining \$	Remaining %
SME024	PATA/PATA Micronesia Chapter/Regional Events	\$ 100,000.00	\$ 363.17	\$ 30,000.00	\$ -	\$ 69,636.83	69.64%
GRAND TOTAL		\$ 100,000.00	\$ 363.17	\$ 30,000.00	\$ -	\$ 69,636.83	69.64%

- NEW MARKETS

Mr. Mark Manglona presented the updates for New Markets.

i. Visitor Arrivals

New Markets visitor arrivals experienced an overall increase of 12.7% overall month-to-date, a decrease of -1.9% overall calendar-year-to-date, and a decrease of -3.2% overall fiscal-year-to-date.

New Markets



September 1-30, 2025

Total: 56,973 (+12.7%)

Market	2019	2024	2025	% vs LY
Singapore	220	45	69	53.3%
Europe	170	92	73	-20.7%
Malaysia	15	11	15	36.4%
India	12	4	13	225.0%
Other	484	364	570	56.6%
TOTAL	901	516	740	43.4%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only.

New Markets



Calendar Year to Date 2025
January - September 30, 2025

Total: 552,630 (-1.9%)

Market	2019	2024	2025	% vs LY
Singapore	1,211	494	853	72.7%
Europe	1,655	1,171	1,126	-3.8%
Malaysia	299	106	164	54.7%
India	116	127	121	-4.7%
Other	4,282	3,922	4,490	14.5%
TOTAL	7,563	5,820	6,754	16.0%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

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New Markets



Fiscal Year to Date 2025
October 2024 - September 30, 2025

Total: 727,886 (-3.2%)

Market	2019	2024	2025	% vs LY
Singapore	1,519	951	1,039	9.3%
Europe	2,338	1,620	1,445	-10.8%
Malaysia	436	164	205	25.0%
India	162	147	137	-6.8%
Other	5,176	5,022	5,808	15.7%
TOTAL	9,631	7,904	8,634	9.2%

Source: Guam Customs Declaration Forms. Processed by the Guam Visitors Bureau.

Note: September 2025 Daily Arrivals reflect Civilian Air arrivals only

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ii. Marketing Activities

Mr. Manglona shared GVB recently collaborated with a Travel Content Creator, Mr. Dan Haywood to produce new, high-quality content to promote Guam. The content will be shared with GVB's overseas offices for marketing and promotional use. Mr. Manglona thanked all the GVB members who provided support for Mr. Haywood.

GVB x Travel Content Creator Collaboration



- GVB recently collaborated with Travel Content Creator Dan Haywood to produce new, high-quality content to promote Guam. The content will be shared with GVB's overseas offices for their marketing and promotional use.
- Dan Haywood reached out to GVB for support as he planned to visit Palau, Guam and the Marianas.

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iii. Upcoming Events

Mr. Manglona added that GVB will be hosting a Guam International Dance Festival (GIDF) Media Familiarization Tour from December 4-8, 2025. 4 media representatives from Radio Television Media (RTM), the national public broadcaster of Malaysia will cover the GIDF and other optional tours during their stay on island.

GIDF Media Familiarization Tour



Radio Television Malaysia (RTM)

- Also known as the Department of Broadcasting, RTM is the National Public Broadcaster of Malaysia.
- RTM will provide coverage across their platforms: news portal, radio and tv news.
 - Radio: 16.1 million weekly listeners
 - Tiktok: 1.7 million
 - Facebook: 888k
 - Youtube: 273k
 - Instagram: 265k
 - X: 209k



A journalist, editor, and PR professional with over 5 years of experience in media, entertainment, lifestyle, politics, and tourism.

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iv. New Markets Budget Summary

Mr. Manglona shared the New Markets marketing budget for FY2026 is \$125,000. There were no questions or objections regarding the budget from committee members.

FY 2026 Budget Summary



NEW MARKET DEVELOPMENT								
FY2026 Actual Spend versus Budget YTD								
GL Code	Account Title	Budget	Paid	Pending	Total Committed	Remaining \$	Remaining %	
SMD023	SALES MARKET DEVELOPMENT	\$ 125,000.00	\$ 15,476.97	\$ 13,000.00	\$ 28,476.97	\$ 96,523.03	77.22%	
GRAND TOTAL		\$ 125,000.00	\$ 15,476.97	\$ 13,000.00	\$ 28,476.97	\$ 96,523.03	77.22%	

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IV. OLD BUSINESS

No old business at this time.

V. NEW BUSINESS

No new business at this time.

VI. ANNOUNCEMENTS

The next committee meeting is scheduled for December 1, 2025, at 2:00 p.m. in the GVB main conference room and online via zoom. An email regarding the December meeting date will be sent to members.

VII. ADJOURNMENT

NAPPNM Chair Robert Hofmann adjourned the meeting at 2:34 p.m.


Minutes Prepared By: Breeana Q. Garrido, Marketing Manager - North America, Pacific & New Markets


Minutes Reviewed By: Sharlene Guerrero, Senior Marketing Manager - Philippines

Mark Manglona, Senior Marketing Manager - North America, Pacific & New Markets


Minutes Approved By: Nadine Leon Guerrero, Director of Global Marketing