

# HERO

HOSPITALITY EMPLOYEES ARE OUTSTANDING

# AWARDS



**September 19, 2025**  
**11:00 a.m. to 1:30 p.m.**  
**Dusit Thani Guam Resort**

# HERO AWARDS

## Categories

### **HAFA ADAI SPIRIT**

Awarded to any individual contributing significantly to the promotion, awareness and preservation of the Hafa Adai spirit through the Hafa Adai Pledge. The Hafa Adai Pledge is demonstrated through excellent hospitality services and activities promoting the Chamorro culture (e.g. music, art displays, performances, teaching, and community involvement). Companies must have a minimum of one year having adopted the Hafa Adai Pledge. Frontline to middle management only.

### **ROOKIE OF THE YEAR**

Awarded to a new employee who demonstrates consistent excellent performance on the course of the job and exhibits pride in rendering services. It also includes embodying an attitude to exceed guest expectations at every opportunity. Maximum of one year of being employed with current employer.

### **MIDDLE MANAGEMENT**

Awarded to a middle-management employee who demonstrates consistent excellent performance on the course of the job. Nominee must demonstrate productivity of his or her department and instill pride in service to those he/she manages. Minimum four years requirement of being employed with current employer.

### **SUPERVISORY**

Awarded to a supervisory employee who demonstrates consistent excellent performance on the course of the job. Nominee must demonstrate productivity of his or her department and instill pride in service to those he/she supervises. Minimum two years requirement of being employed with current employer.

### **NON-SUPERVISORY**

Awarded to a non-supervisory employee who demonstrates consistent excellent performance on the course of the job and exhibits pride in rendering services. It also includes embodying an attitude to exceed guest expectations at every opportunity. Minimum one year requirement of being employed with current employer.

## **LIFE SAVING**

Awarded to individuals who demonstrated quick thinking and whose actions directly protected and/or saved a life.

## **INTEGRITY**

Awarded to individuals who demonstrated a high level of integrity in protecting property and/or initiating the return process for lost or stolen property, personal or property at place of employment.

## **HERO AWARDS – OFFICIAL RULES & NOMINATING CRITERIA**

1. For individual nominees, the person must have contributed significantly to tourism to be eligible, must be employed with the current employer for a minimum of 6 months and cannot be a past recipient of the award.
2. Entry must cover activities occurring between January 2020 through March 2025 to be eligible for the award.
3. Nominees of the 2025 HERO Awards cannot enter again in the same category until 2026.
4. Each entry is limited to two nominees per category, per business. For example, Company A may submit two people for the HERO Non-Supervisory, HERO Supervisory, HERO Hafa Adai Spirit, etc.
5. Each submission must be typewritten and in a Microsoft Word document. Please do not provide write-ups or photos in PDF format. No video submissions will be accepted. No more than 200 words or a ½ page. Photos must to be in JPG. format and sent as a separate attachment to the email submissions. (Label Attachments as Follows: Nominations- Nominee First and Last Name followed by the Quarter / Photos- Nominee First and Last Name).
6. Entries must be submitted to Joanne Reyes via email at events@ghra.org, no later than August 21, 2025.
7. Winning entry gives GVB and GHRA the right to use the award, luncheon ceremony, entry name, entry submission (including content in whole or in part), and photos for promotional and other purposes without additional consideration.
8. Entrant certifies that it holds all legal rights to the materials submitted, and irrevocably grants to GVB and GHRA the non-exclusive right to use said material in whatever manner GVB and GHRA deems proper, including the production of brochures, flyers, annual reports, and other media. Submission of entry constitutes an acknowledgement that company or organization officials have read and agree to the official rules of the HERO awards.
9. GVB or GHRA Board of Directors or staff members may not submit nominations.

## **HERO/Beyond the Call of Duty Awards – Entry Form**

Submissions must comply with official rules and nominating criteria and submitted by the official due date/s. Nominees will be recognized quarterly and all nominations will be eligible for the annual awards ceremony. Submissions must be typewritten and in a WORD Document. Please do not provide write-ups or photos in PDF format. No more than 200 words (1/2 page) Photos must to be in JPG. format and sent as a separate attachment to the email submissions. (Label Attachments as Follows: Nominations- Nominee First and Last Name followed by the Quarter / Photos- Nominee First and Last Name).

### **A. Type of nomination:**

Please indicate what category you are nominating the individual for; Hafa Adai Spirit, Individual, Rookie of the Year, Middle Management, Supervisory, Non-Supervisory, Life Saving, or Integrity.

### **B. Nominee information:**

Name of Individual  
Title / Position  
Company Name  
Phone  
E-mail

### **C. Nominated by:**

Name of Individual  
Title / Position  
Company Name  
Phone  
E-mail

### **D. Short Bio: (No more than 2-3 sentences)**

## **HAFADAISPIRIT**

**E. INDIVIDUAL SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how the individual directly or indirectly have rendered excellent personal and direct service in the promotion of travel to Guam or to the development of tourism on Guam.

**F. SPECIFIC EXAMPLES OF LIVING THE HAFADAISPIRIT PLEDGE.** Please describe how they as an individual contribute significantly to the promotion, awareness and preservation of the Hafa Adai spirit through the Hafa Adai pledge, which demonstrates excellent hospitality services and activities promoting the Chamorro culture.

## **ROOKIE OF THE YEAR**

**E. INDIVIDUAL SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how the individual strives to exceed guest expectations at every opportunity and their level of service promotes travel to Guam or contributes to the development of tourism on Guam.

**F. INDUSTRY GOALS.** Please describe what impact on the industry you see them having in the next five years.

## **MIDDLE MANAGEMENT**

**E. INDIVIDUAL SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how the individual directly or indirectly have rendered excellent personal and direct service in the promotion of travel to Guam or to the development of tourism on Guam.

**F. MANAGEMENT OF RESOURCES AND ACCOMPLISHMENTS.** Please describe how they manage their employees, develop their team and their resources to promote tourism and instill pride in the services you provide to make Guam a better destination.

## **SUPERVISORY**

**E. INDIVIDUAL SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how the individual directly or indirectly have rendered excellent personal and direct service in the promotion of travel to Guam or to the development of tourism on Guam.

**F. MANAGEMENT OF RESOURCES AND ACCOMPLISHMENTS.** Please describe how they supervise their employees, work with management to develop their team, and use their resources to promote tourism and instill pride in the services you provide to make Guam a better destination.

## **NON -SUPERVISORY**

**E. INDIVIDUAL SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how the individual strives to exceed guest expectations at every opportunity and their level of service promotes travel to Guam or contributes to the development of tourism on Guam.

**F. MANAGEMENT OF RESOURCES AND ACCOMPLISHMENTS.** Please describe how they have proven to be an asset. Include how they support your management, work as a team member and use their resources (training, materials, time, etc.) allocated to them to promote tourism and instill pride in the services you provide to make Guam a better destination.

## **LIFE SAVING**

**E. LIFE SAVING OR ACCIDENT PREVENTION INCIDENT.** Please describe how the individual's actions directly protected and/or saved a life. Include where, when, and how.

**F. INDIVIDUAL SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how these lifesaving actions affected the involved guest's experience.

## **INTEGRITY**

**E. INDIVIDUAL INTEGRITY.** Please describe the instance when the individual displayed a high level of integrity in protecting property and/or initiating the return process for lost or stolen property, personal or property at place of employment.

**F. INDIVIDUAL SUPPORT OR ACTIVITIES FOR TOURISM.** Please describe how these actions have directly or indirectly made Guam a better destination.

## **SAMPLE NOMINATION (200 Word Max)**

(Saved as a Word Document labeled "Jane Doe 1<sup>st</sup> Quarter")

- A.** Integrity
- B.** Jane Doe  
Front Desk Attendant  
Guam Hotel  
[email@guamhotel.com](mailto:email@guamhotel.com)
- C.** John Doe  
HR Manger  
Guam Hotel  
[hr@guamhotel.com](mailto:hr@guamhotel.com)
- D.** Jane Doe has been an exemplary employee with Guam Hotel for the past 15 years. She regularly goes above and beyond her job duties. She is honest and thoughtful to guests.
- E.** On May 1, 2016 Jane Doe found a guest wallet on a table in the lobby she promptly turned it in to the security office. The wallet contained over \$2,000, driver's license, and credit cards. She helped the security team find the guest and made sure it was returned to them. The guest was so grateful for her help he tried to tip Ms. Doe but she refused saying it was her job and she couldn't accept the generous tip.
- F.** With a nickname like the island of thieves, Guam sometimes gets a bad rap. I think when a tourist has an encounter like the one above, they realize you can't believe everything you read. Ms. Doe's actions may have only directly impacted one guest's experience but who knows how many friends and family he will recall this story to when he gets back to his country of origin.

**See Attached JPG.**  
(Saved as a JPG. "Jane Doe")



## AWARDS LUNCHEON RESERVATION FORM

Hafa Adai!

Please join the Guam Visitors Bureau and Guam Hotel & Restaurant Association at the Golden Latte Awards to recognize outstanding individuals, organizations and businesses for a special recognition at the GHRA's Membership GALA on Friday, September 19, 2025 in the Grand Ballroom at Dusit Thani Guam Resort beginning at 11:00 a.m. Categories include:

Hafa Adai Spirt - Individual

Rookie of The Year

Middle Management

Supervisory

Non-Supervisory

Life Saving

Integrity

Advance reservations are required; therefore, please submit the form to reserve your space today! Tickets will not be sold at the door. For more information or should you have any questions, please contact GHRA at (671) 649-1447 or via e-mail at [info@ghra.org](mailto:info@ghra.org). Checks and credit card payments are accepted. Please make checks payable to GHRA.

RESERVE YOUR SPACE TODAY! RSVP DUE BY AUGUST 21, 2025

Please reserve: \_\_\_\_\_ seats at \$ 60/person

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

Send form to [events@ghra.org](mailto:events@ghra.org)