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OCTOBER 31, 2019

‘BAKING IS GENEROSITY’

Herman's Modern Bakery celebrates

75 YEARS



CONTRIBUTED PHOTO

The old Herman's Modern Bakery in Chalan Kanoa near the U.S. Post Office.

By BEA CABRERA
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CORRESPONDENT

Herman's Modern Bakery was founded from the ashes of World War II, soon after the Commonwealth crawled out of the stupor and misery of war in 1944. Herman R. Guerrero and his wife, Maria C. Tenorio-Guerrero, were driven by the idea that, through baking, generosity flows.

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Herman R. Guerrero and U.S. military officials inspect Herman's Modern Bakery in Chalan Kanoa.

Throughout the years, that seed of an idea was nurtured and cultivated by the couple's descendants, starting with their children—Jesus "Chung" Guerrero, Agnes Guerrero, Herman T. Guerrero, Juan "Pan" Guerrero, Florencio "Bobby" Guerrero, Margarita Guerrero, Annie G. Hayes, Rudolfo Guerrero, Joseph "Lee Pan" Guerrero and Leonora Guerrero—who carefully reared the seeds of that idea and used it to expand some more, making the bakery a sanctuary of locally produced bread and pastries that caters to a diverse market here and abroad and as a medium to 'give back to the community.'

According to Herman's Modern Bakery chief executive officer Herman T. Guerrero, he and his family do not have a definite date as to when the first bakery opened 75 years ago.

"From the stories of relatives and family friends, at the tail end of the war, the Japanese and local people were gathered in Camp Susupe and Camp Chalan Kanoa and the U.S. military was looking for a baker to feed them," he said.



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happiness and pride and here's to many more years of success.

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BEA CABRERA

"Gregorio Sablan, the grandfather of Congressman Kilili, who was a respected elder, was neighbors with my grandparents and knew that my father [Herman R. Guerrero] used to work at a Japanese bakery called 'Shimada Bakery' in Garapan. Sablan recommended my father," he said.

Immediately after that, Herman R. Guerrero was conscripted by the U.S. military to bake bread to feed Camp Susupe.

Eventually, the indigenous residents were separated from the Japanese and were brought to Camp Chalan Kanoa. That is where Herman R. Guerrero expanded his customers to include the local residents.

After the war, Herman R. Guerrero continued baking and the U.S. military encouraged him to turn it into a business.

"He was given equipment and contacts of suppliers," said HMB general manager Annie G. Hayes. "My father was actually allowed to bring in the flour and other ingredients that he needed to produce the products [everyday]. ...They also suggested that he

start charging perhaps 5 cents for a loaf of bread."

Herman's Modern Bakery was born. The first official Herman's bakery was located near the post office in Chalan Kanoa, behind the site where the Kevin's Department Store used to be, and this was the transition from feeding a camp to the birth of a business. It was in 1979 that the main bakery along Airport Road opened.

When the first bakery opened, generosity was but a natural part of the operations. Aside from continuing to help the community, they also gave free bread to the Mercedarian nuns and priests for a number of years until the convent started baking their own bread.

"My mother used to say that when the church asks for something, do not hesitate to give," Herman T. Guerrero said.

He recalls that the bakery's first customers knew when to go to the store to get freshly baked bread. "The late Bishop Camacho used to say that he could smell at a certain time of day when the bread is ready because the scent permeates through the neighborhood. People will just come and buy and for only 5 cents they can get a big loaf of bread," he said.

"Our early products were the loaf bread, sweet bread and pastries like the Chamorro and sponge cake. ...These were the products that the elders remember eating in the early years of the bakery," he said.

As the years passed, Herman's Modern Bakery just kept adding products that were popular with their customers.

"When we find a recipe, we develop them to do some sampling and we pick a day when we have a lot of foot traffic and then we just have it available for customers to 'taste test' it. It is through them that we know if a product is worth pursuing as we rely on their feedback," Hayes said.

They also do it when a recently hired baker comes aboard, whether they have a specialty, or a particular recipe that they have done over the years.

"We would ask them, 'What is your best product or cake that you can produce,' then we have them do it and we do sampling. If we like it personally, then we develop it further," Hayes added.

Over the years, Herman's Modern Bakery has earned a lot of awards and accolades but the ones that are appreciated the most are those that are earned because of dedication and hard work. "We are the only bakery establishment on island that is U.S. military-certified. They come in periodically and if they say we need to improve on some things, we comply and submit the papers," Herman T. Guerrero said.

The company also deals with safety issues every day because Herman's Modern Bakery serves the *man'amko* (the elderly), public schools, and it needs to meet federal requirements to maintain its military certification.

As they celebrate their 75th anniversary this year, Herman T. Guerrero said the journey has always been a collaboration between his family and the entire community.

"It has been always about the community. ...If you have a family and you are responsible for providing and feeding them, you want to make sure that the quality is there," he said.

"Our parents with the help of my father's siblings Jose and Juan and the rest family have always been baking bread for the entire community and we aim to continue and pursue that. Whether we are still around or not, the future generation of Herman's Modern Bakery will continue to maintain the quality of our bread," he promised.

It has been always about the community. ...If you have a family and you are responsible for providing and feeding them, you want to make sure that the quality is there.

Happy 75th Anniversary



HERMAN'S MODERN BAKERY



FROM THE MANAGEMENT & STAFF OF

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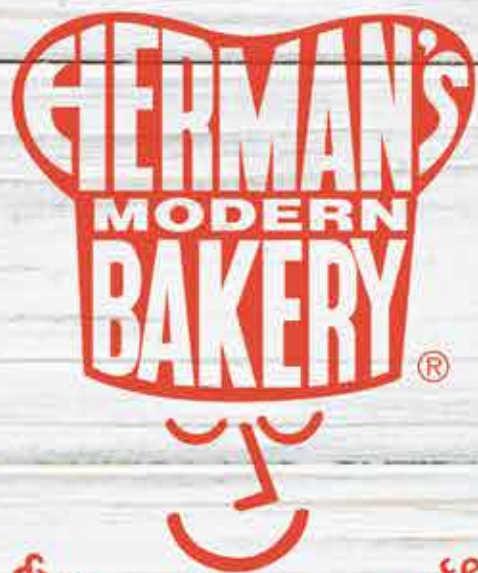
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Herman's Modern Bakery cook Wilma Dellota finds joy in providing meals for 3,000 Public School System students every single day of the past 20 years.

Pillar employees

By BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT

In a company where employees are expected to produce every single day, whether it be thousands of nutritious meals for the Public School System's students or hundreds of fresh bread and pastries for the community to consume, five Herman's Modern Bakery employees never get tired putting in the hard work.

These pillar employees have been with the bakery for decades and still treat every day as if it is their first day at work—engaged, committed, and dedicated.

Wilma Dellota, 59, has been working for the Guerrero family for 20 years. She first came to Saipan as a house worker for one of the Guerrero family and then ventured out to work in a hotel for three years. She then found herself returning to the Guerreros as a cook for their catering business with the Public School System. It has been 10 years since.

"Going back to work for the Guerreros felt so natural, like coming home. ...Aside from having a good relationship with my co-workers, where helping each other out and cooperation is never amiss, the management invests in our wellbeing, empower us to have a good life and they connect my passion, which is cooking, to their vision, which is to always serve quality and delicious meals," she said.

Dellota's work starts at 3am and she is at it until 11am every day. Waking up to start work while the rest of the world sleeps has given her joy, instead of resentment.

"My work is a combination of food preparation and cooking them. The thought of feeding over 2,000 schoolchildren may be a daunting task but when you love the work that you do, it doesn't feel like a huge responsibility," she said.

"How management treat us is a big portion of why I love my job and how deeply committed I am. The Guerrero family doesn't treat us as 'just employees' but as family," she added.

Being treated like family doesn't necessarily mean that the Guerreros are lax and complacent in the workplace. "They know what they are doing and being in the business for 75 years is not an easy task. They are organized and manage everyone at work and with that also comes how they make you feel valued and often recognize you for a job well done," she said.

The thought of feeding 3,000 schoolchildren may be a daunting task but when you love the work that you do, it doesn't feel like a huge responsibility.

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"Unlike other employers I have experienced, the Guerros do not shout at you or pin you down for your mistakes. Instead, they point out the problem and give advice on how to correct them. We communicate very well and, with the high level of transparency, we feel trusted and an important part of the company," she added.

Cook Supervisor **Teresita 'Tess' De la Rosa** has been with Herman's Modern Bakery for 10 years. She oversees the whole operation in the kitchen and that includes managing 12-15 people and the dispatch of food that go to several schools on Saipan.

"Since I also start work at 3am, one of the challenges in my work happens when one of the cooks is sick and can't come to work. Since it is early in the morning, I cannot bother anyone so it is up to me to step up to the plate and make the system work as over 2,000 children depend on us for their meals at school," she said.

At 66 years old, de la Rosa is counting her last days at the bakery as she is set to retire this month. "It is time for me to be with my children and grandchildren and, although majority of retirees look forward to this day, I leave with a heavy heart as I really love working here," she said.

"I will miss the everyday grind, my co-workers, and the Guerreros. It has been a blessing working for this family. I never experienced being criticized and if I commit mistakes, they talk to me



BEA CABRERA

The joy that I get in working here for the last 10 years is about running a smooth operation.

Herman's Modern Bakery cook supervisor Teresita de la Rosa, right, makes sure that the responsibilities in the kitchen has a system and all goals are met every day.

1944 2019

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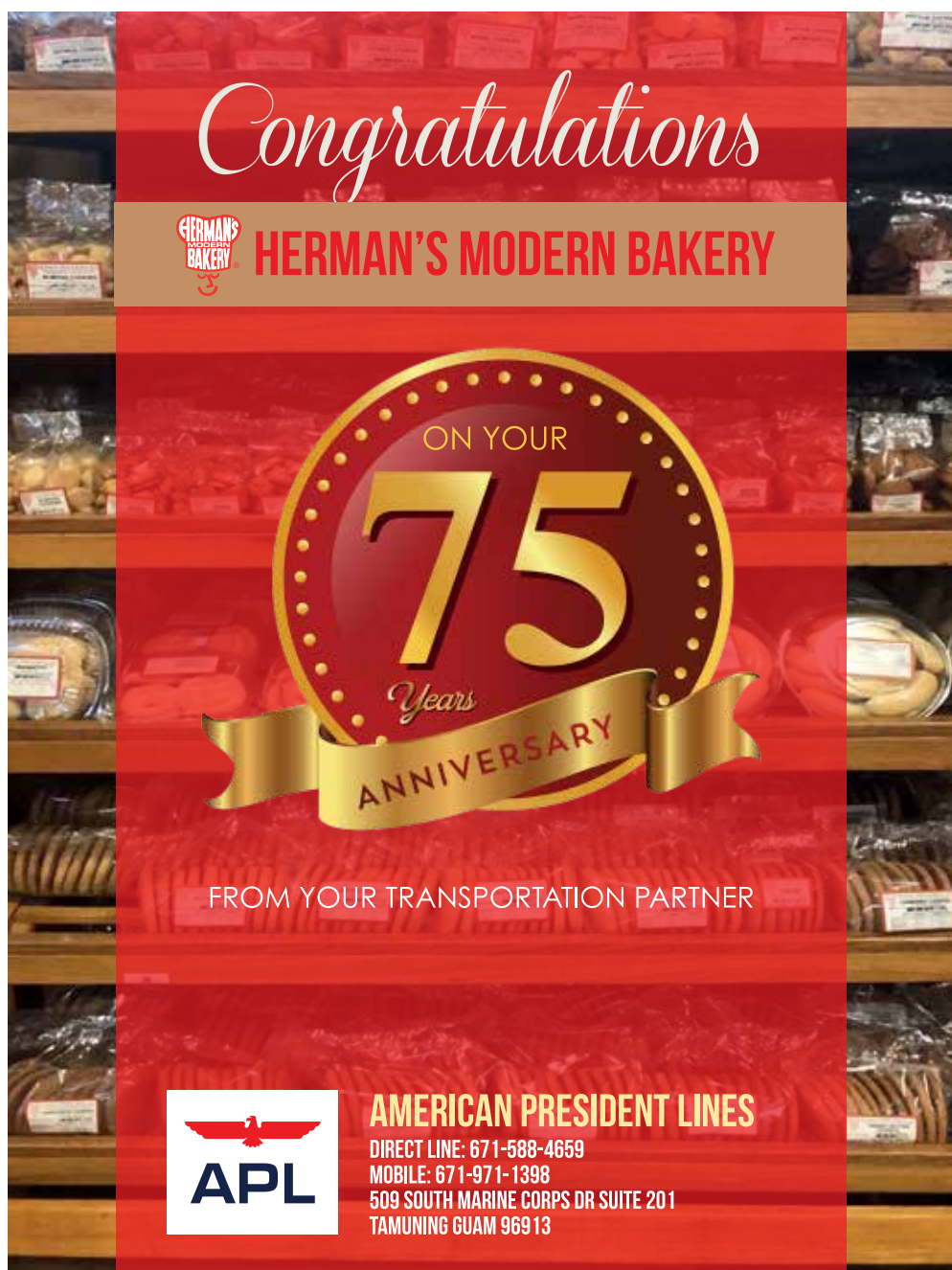
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BEA CABRERA



Herman's Modern Bakery production manager Ernesto N. Lineses has been with the bakery since 1979. "Working for Herman's Modern Bakery is a life changer for me. I feel that being a baker is my destiny," he said

in a professional way—no embarrassing you in front of other co-workers," she said.

De la Rosa will only have good memories of the bakery when she retires. "The joy that I get in working here for the last 10 years is about running a smooth operation. ...Everyone has the same goal—First, provide the meals that the children will find delicious, and second, the love and care of the management. The Guerreros are successful in what they do because they treat people [well]," she added.

Production manager **Ernesto "Ernie" N. Lineses**, who oversee the daily production of the bakery, from work schedules of 30 bakers and 10 assistants, to quality control of every product and order deliveries, has logged the most number of years of working at Herman's Modern Bakery—40 years.

He was hired by Juan "Pan" Guerrero in 1978 by accident.

As he tells it, Juan "Pan" Guerrero had gone to Manila to hire bakers and, for the trade test of those bakers, he went to the



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Goody Goody Bakery on V. Mapa Street in Manila where Lineses was employed as a baker.

"I toured Mr. Guerrero in the bakery and, at the end of the day, he didn't find the kind of bakers he was looking for and since he saw how I worked, he recruited me and four other bakers to come to Saipan in 1979. Out of the five bakers, I am the one left standing and still working for Herman's."

At 69 years old, Lineses said that coming to Saipan to work was a life changer. "The opportunity to get hired and work here is a one-in-a-million chance. I showed my skills and dedication to the company and, in return, I was trusted by the family and management and because of this, I made it my mantra to always go beyond my responsibilities."

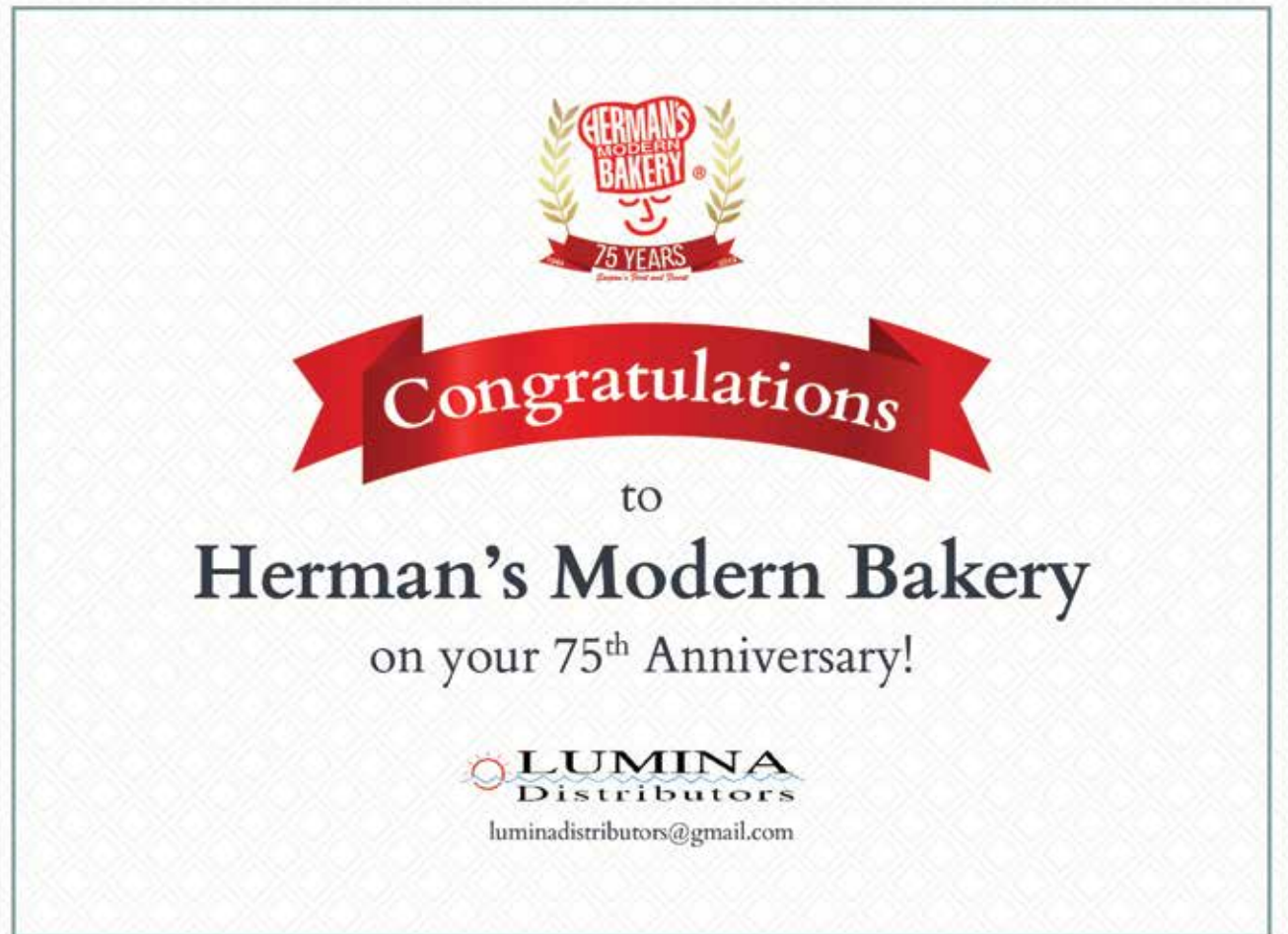
"The management communicates very well with us. As a production manager, they solicit my opinion and utilize it as often as possible. We are always after the welfare of the bakery and of the products—what's good and bad about it and how it can be improved," he added.

As a baker most of his life, Lineses said there is really no secret ingredient in baking. "The real secret ingredient is here (points to his heart). In baking, you can easily find all the ingredients in cookbooks and the internet but it is really the process that counts most. I believe that baking from the heart is what makes Herman's Modern Bakery stand out from the rest."

Herman's Modern Bakery continues to grow with their products. A recent addition are healthy options breads: their wheat bread and four-seeds bread.

"We listen to what our customers need and... it helps with the bakery's development. All of our bread is made of quality ingredients from Australia and the U.S. mainland. We never take anything for granted because we want to maintain the quality of bread that was produced 75 years ago, which people love," Lineses said.

We are always after the welfare of the bakery and of the products—what's good and bad about it and how it can be improved.



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BEA CABRERA
Michael Robert Guerrero wears two hats in the business: He is both the assistant general manager and operations manager of Herman's Modern Bakery

The 2nd

generation keeps innovating

By BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT

A family-run business is a staple in the CNMI and the challenge for each generation is to maintain the business' success and prepare and inspire the next line to take over. Herman's Modern Bakery

are able to continuously provide our products to people, especially during storms," he said.

He goes to work every day with the thought that hard work and always doing his best will equip him for the



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‘We make sure that family comes first and business second, although sometimes it is not necessarily in that order, but, with that, our priorities are clear.’

has been successful in doing both and the formula is not a secret.

The Guerrero family believes that sustaining a shared identity and vision as a family is what works for them.

At 34 years old, **Michael Robert Guerrero** holds two hats in the business. He is currently the assistant general manager and operations manager.

“I assist my aunt (general manager Annie G. Hayes) in the day-to-day operations. A part of it is making sure that our facility is running properly and that we

tasks ahead.

“We also make sure that family comes first and business second, although sometimes it is not necessarily in that order, but, with that, our priorities are clear,” he added.

Growing up, Michael Robert Guerrero knew he was destined to work and help with the family business. “My father [Juan “Pan” Guerrero] ran the business as president and general manager for a number of years. There wasn’t any pressure to work here. In fact, he told me he wants me to be the best in

See 2ND on Page 24

Congratulations



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for reaching this milestone.

Thank you for serving the community in the last 75 years.

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From the management and staff of

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Like a glorious phoenix that arose from the ashes of World War II 75 years ago, Herman's Modern Bakery has always soared time and again above the many challenges that have faced the Northern Marianas throughout the years and the company takes this special moment to express its gratitude to its many customers—both individuals and companies—that have helped it achieve this 75th anniversary milestone, with profound hope for an even more remarkable future for everyone in this great Commonwealth!



Thank You, Si Yu'us Ma'ase, Olomuaay, Salamat Po!



Family Fun Day

Photos by BEA CABRERA



Photo shows the first generation of Guerreros that is now running Herman's Modern Bakery and keeping alive the legacy of their parents, Herman R. Guerrero and Maria C. Tenorio-Guerrero. From left: Noreen Guerrero, Jesus "Chung" T. Guerrero, Bobby Guerrero, Annie G. Hayes, Juan Pan Guerrero, Rep. Lee Pan Guerrero, and Herman T. Guerrero.



The cornhole game was open for everyone to play at the Herman's Modern Bakery Family Fun Day last Saturday at the football field near the Francisco C. Ada/Saipan International Airport.



While the carnival treats and games were going on, Herman's Modern Bakery also had raffle games with prizes from their sponsors like McDonald's at the Herman's Modern Bakery Family Fun Day last Saturday at the football field near the Francisco C. Ada/Saipan International Airport, which was held to celebrate the bakery's 75th anniversary.



Children are treated to ice coolers in different flavors at the Herman's Modern Bakery Family Fun Day last Saturday at the football field near the Francisco C. Ada/Saipan International Airport to celebrate the bakery's 75th anniversary.



Children were invited to pop as many balloons as they can and win a prize at the Herman's Modern Bakery Family Fun Day held last Saturday at the football field near the Francisco C. Ada/Saipan International Airport, which was held to celebrate the bakery's 75th anniversary.





Annie G. Hayes poses with representatives of Bank of Guam at the Herman's Modern Bakery Family Fun Day last Saturday at the football field near the Francisco C. Ada/Saipan International Airport, which was held to celebrate the bakery's 75th anniversary.



Cotton candy giveaways had children and teens lining up at the Herman's Modern Bakery Family Fun Day last Saturday at the football field near the Francisco C. Ada/Saipan International Airport, which was held to celebrate the bakery's 75th anniversary.



Jumping and sliding on balloon castles with slides was one of the fun things to do at the Herman's Modern Bakery Family Fun Day last Saturday at the football field near the Francisco C. Ada/Saipan International Airport, which was held to celebrate the bakery's 75th anniversary.

The Herman's Modern Bakery Family Fun Day last Saturday at the football field near the Francisco C. Ada/Saipan International Airport welcomed hundreds of families to games and free food and drinks to commemorate the bakery's 75th anniversary this month.

Herman's Modern Bakery's assistant general/operations manager Michael Robert Guerrero poses with his niece, Izabelle Guerrero, at the Herman's Modern Bakery Family Fun Day last Saturday at the football field near the Francisco C. Ada/Saipan International Airport, which was held to celebrate the bakery's 75th anniversary.

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whatever I decide to do."

When he went to college, his first major was civil engineering. He eventually figured out that he didn't want to do that.

He then shifted to business and became increasingly interested in the culinary arts, "so I pursued that in Kapi'olani Community College in Oahu, Hawaii. ...I specifically went to culinary school because I knew I would be helping with the business eventually," he added.

Part of the company's plans is to modernize some of the bakery's equipment. "We still use some of our equipment from the 1950's, which is part of our everyday operations. Modernizing our equipment will definitely help with production efficiency," Michael Guerrero said.

Another plan that is a company long-term goal is to open a branch in Guam.

"We opened one year ago but the shipping wasn't cost-efficient for us so we closed shop," Guerrero said. Second time might yet be the charm.

Michael Guerrero treats the bakery as his second home. "I grew up here. ... As a baby, I was a regular in this building. ...My

mom always had me in her office, just as I have my own children in the same office today," he said.

"As for the third generation of Guerreros, who are mostly in high school, we allow them to work so they will gain experience and hopefully spark an interest, like we did when we were their age," he added.

Daryl Deleon Guerrero is the operations assistant production manager and helps in the sales and marketing side of the business. "I work with pretty much all of the staff and employees on every single department, including the bakers and mixers. I am also in charge of taking Public School System food/service orders," he said.

"I love my job and the people I work with as this is a part of my grandparents' legacy," he added.

Daryl Deleon Guerrero is the son of Florencio "Bobby" Deleon Guerrero and grew up in Tacoma, in Washington State.

"The first time we came back was in 1995, after my grandmother's passing,"

See 2ND on Page 26

The achievements of a company are the results of the combined efforts of every individual.

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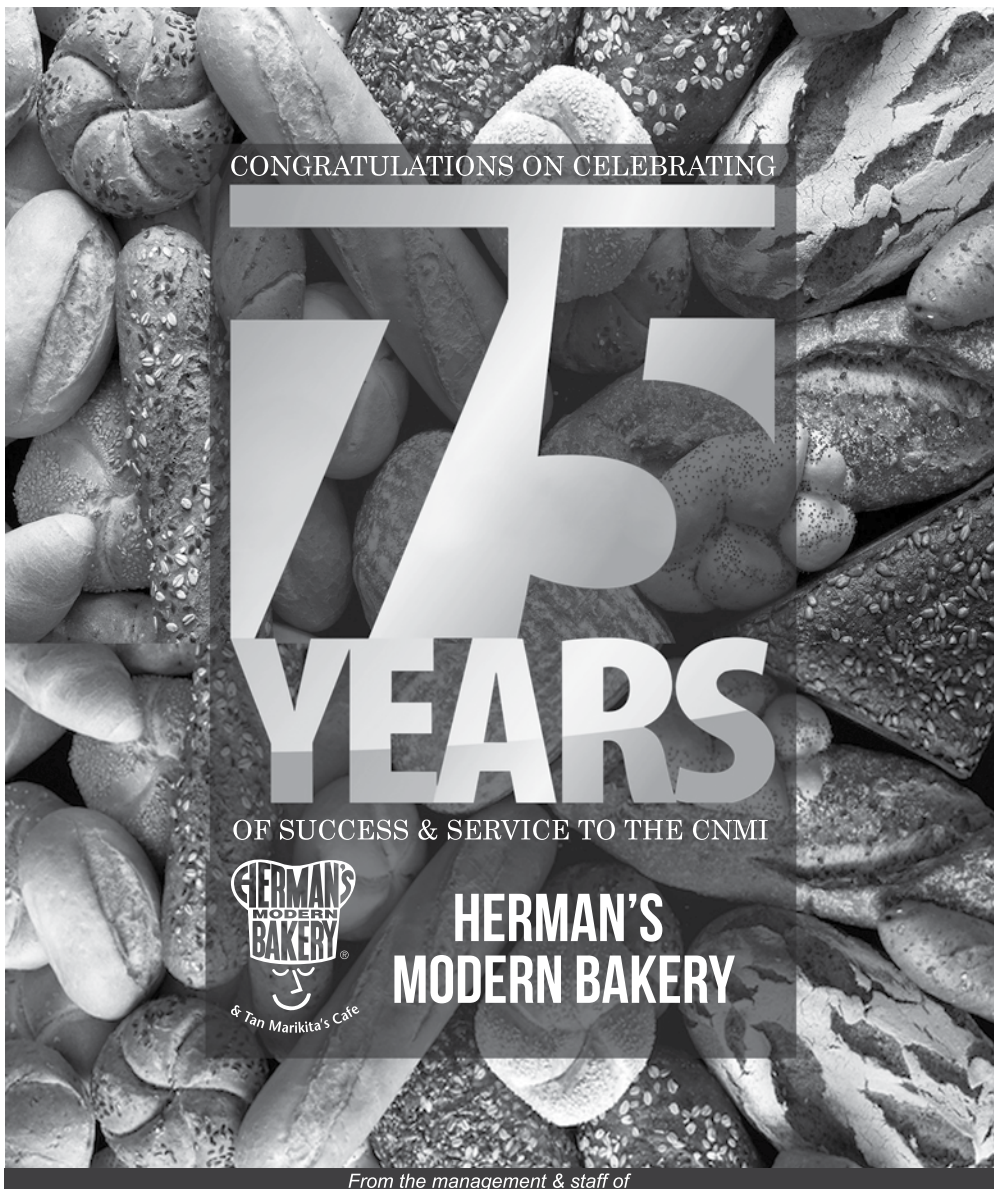
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he said.

"It was quite an experience moving here and then finding out that I am a part of a family business and our family's industry. ...After school, we were taken straight to the bakery. ... I remember the staff back then who were full of joy when they see us and I believe that is the result of how my grandparents, dad, and uncles ran the business as those smiles dignified everything," he added.

Being a part of the business now, Daryl Deleon Guerrero insists that they still treat their staff and employees like family.

"This business is all about family. I tell every staff, member, and employee that we are the same—one heart one family—and whoever is in front, back, or the side of you, that is your brother and sister, no matter the age and background," he said.

"I believe that if we can have a strong healthy working environment, everybody will love to come to work every single day," he added.

Daryl Deleon Guerrero didn't work in the family

business right away. After high school, he went back to the U.S. mainland where he worked for Verizon Wireless, where he was also a part of the IT technical support team.

Bakery already built into the very fabric of CNMI civil society, Daryl Deleon Guerrero thinks it could still do more. With his experience in marketing, he believes the bakery

'I love my job and the people I work with as this is a part of my grandparents' legacy.'

"The experience made me learn so much about customer service [and] telecommunications. ...It was something that I loved doing," he said.

The things he learned from his previous work he now applies at Herman's Modern Bakery. ...Michael and I still keep the old and the classic way of how the business is run but then we have ways to innovate and this is something that we have been doing," he added.

With Herman's Modern

would be helped by a taking on a more prominent role.

"When I came on board, I realized we did many solicitations, helping out and sponsoring different events and different government agencies. All these accomplishments were hidden and I thought that the bakery has grown so much with the island that now is the time for the whole family to be involved and be out there," he said. "We are all

See 2ND on Page 29



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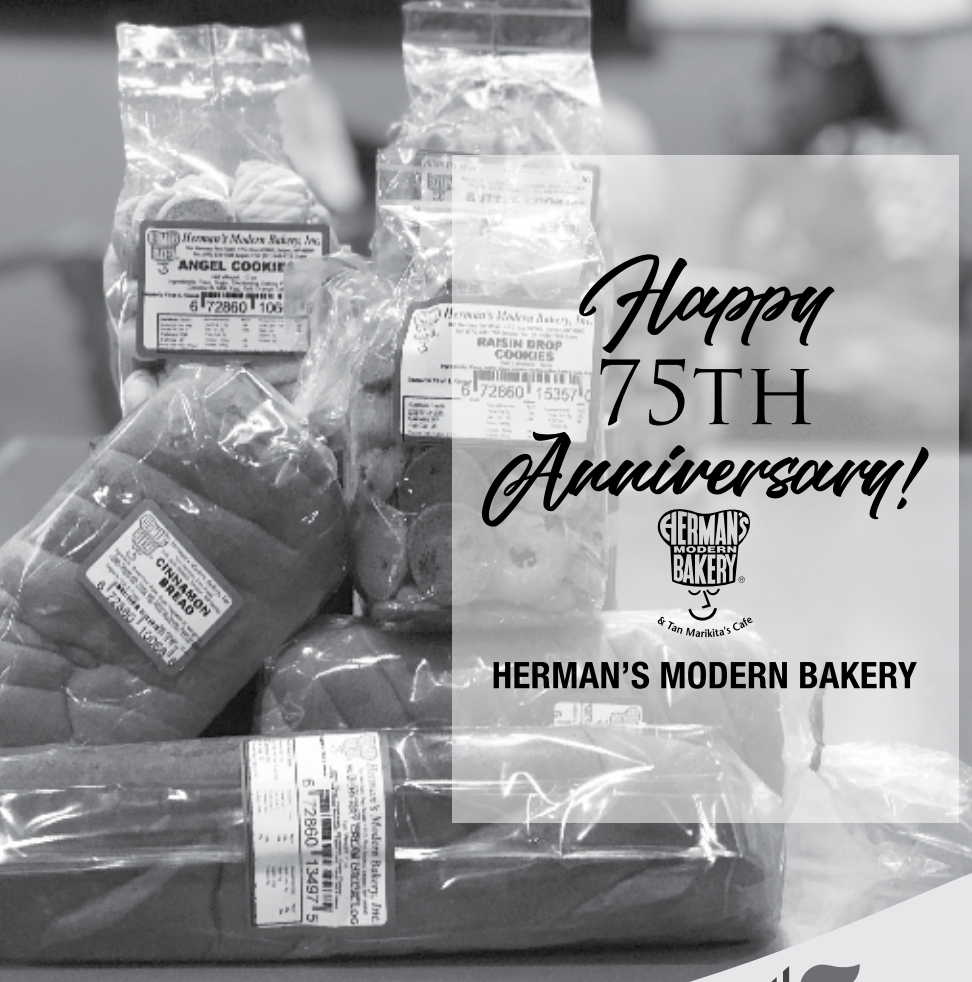


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about giving back to the people which is biggest thing from our hearts and for the hearts of the community of Saipan."

Part of his vision for a more prominent role is Herman Modern Bakery's regular participation in the annual International Coastal Cleanup, which the company has been doing two years in a row now.

Herman's Modern Bakery also fielded a float at the Liberation Day Parade "and it was a lovely experience being out there with the family to be one with the community that

we support and love."

While Michael and Daryl oversee the day-to-day operations, the other second generation of Guerreros sit on the board. This arrangement ensures Herman's Modern Bakery's continued existence as seen in the work that they do now—extending the values of the family to help sustain the business and the bigger community.

BEA CABRERA

Daryl Deleon Guerrero is the operations assistant production manager and helps in the sales and marketing side of Herman's Modern Bakery.



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YEARS

*of wonderful growth with the people
of the Northern Mariana Islands*

DAVID M. APATANG
MAYOR OF SAIPAN & STAFF

'Keeping the business sustainable'

BY BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT

For a business that has been running for 75 years, Herman's Modern Bakery is potent proof that ensuring a company's sustainability depends in large part on focusing on a vision and creating a business strategy that stimulates growth.



Herman's Modern Bakery's assistant general manager and operations manager Michael Robert Guerrero oversees the renovations currently going on to expand the Tun Marikita's Cafe along Airport Road.
BEA CABRERA

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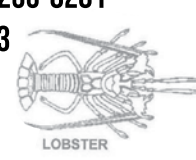
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Change is also driven by growth and is inevitable in order for the business to be effective, according to Michael Robert Guerrero, Herman's Modern Bakery assistant general manager and operations manager.

"For the next 50 years, I hope to be around [and] I hope to be successful in running the business by meeting the needs of our customers," he said.

One of the major plans that is currently being executed is the renovation and expansion of the Tan Marikita Café on Tun Herman Pan Road (formerly Airport Road)

The current café used to sit 35 people. ...With the expansion, we are doubling that capacity and café hours," he said.

"It really gets busy here on the weekends, especially during breakfast and lunch, and we want to accommodate as many people as we can and make them feel comfortable," he added.

Modernizing the bakery's equipment is also one of the goals to im-

prove operational efficiency.

Reorienting the playing field to suit Herman's Modern Bakery's strengths is on the table, with plans of opening a branch/bakery in Guam. "Putting up a branch, a physical location in Guam is one of the goals I want to accomplish while I am here. It makes economic sense to have that," Michael Guerrero said.

This was echoed by Herman's Modern Bakery CEO Herman T. Guerrero. "We are working on Herman's plan to open another bakery in Guam," he said.

"At one time, we had a distribution center [in Guam that was] providing bread for people and the U.S. military base but it was hard as people were expecting fresh bread and, that time, we didn't have a bakery in Guam. We shipped the bread, which became expensive.

"So we said, 'Perhaps, this was not the time yet but keep looking on how we can make it happen in Guam' and I know it is possible," he added.

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VOX POPULI

My favorite childhood memory

of Herman's Modern Bakery

By BEA CABRERA

beacabrerasaipan@gmail.com
CORRESPONDENT

"Some of my fondest childhood memories are of the times I spent with my grandmother at her home in Chalan Kanoa, District 3. She always had Herman's sweet bread in her kitchen. I remember sitting with her in the mornings, dunking that bread in very sweet, very milky coffee and enjoying it with her. It was such a treat for me. I wasn't normally allowed to drink coffee



"My other favorite Herman's bread story is actually my dad's. When he was a little boy, Herman's Modern Bakery used to sell whole, unsliced loaves of bread and that's what my grandmother would bring home. My dad loved the soft white part of the bread, especially when it was fresh and warm—but he didn't like the crust. So when no one was

looking, he would burrow his hand into just the center part of the loaf and eat the white part, leaving the crust and a big hole in the middle. ... It would make his older sisters so mad when they discovered it, and he would always get in trouble, but it was funny too. I have heard my dad tell that story so many times and I crack up every time."

—Rep. Cristina "Tina" Sablan

"Herman's Modern Bakery's sweet bread is a must-have for any occasions—whether one is camping, fishing, visiting families off-island, typhoons, cleaning the yard, waking up in the morning with coffee—you name it, it goes well with it anything. We've also hand-carried these goodies to family members in Guam, [the U.S.] mainland (especially when my mother-in-law was still in Boise) and the recent trip to Palau for the former President's funeral. As I represent the



CNMI in the National Governor's Spouse program, I am known for giving away cookies from Herman's Modern Bakery, packed nicely with pictures that represent the Marianas"

—First Lady Diann Torres

"I love Herman's! My favorite memory of Herman's Modern Bakery while growing up is having their chocolate cake with white icing for my birthdays. The moist chocolate cake was the best—icing just sweet enough—and they had the most memorable cake toppings to make birthdays and other occasions special. A later memory I have is of my parents sending Herman's famous sweet bread to me as I was going to college in Hawaii and the U.S. mainland. Warming it up for just 30 seconds in the microwave made it seem new and fresh, and spreading butter all over made it even better. ... I still do that today"

—Chris Concepcion, managing director,
Office of Planning and Development under the
Office of the Governor



"The bread, pastries, and confectionary delights that have come out from the kitchens of Herman's Modern Bakery have fed many generations of my family and many others. Being closely related to the Pan family, it was a common occurrence to see Herman's products on our kitchen table every day. As a child, no sandwich was complete without Herman's regular loaf and sweet bread. My father and I used to check out the bakery on our way back from feeding the pigs at the piggery, and anxiously awaited hot, fresh bread straight out of the oven that we would not wait to get home to enjoy. The first meal I ever learned to make were hot dogs, using Herman's hotdog buns. And I can't ever forget how satisfying their breakfast plates were back then when I was a kid, as they are now."

—Rep. L.J. Castro



"My favorite childhood memory of Herman's Modern Bakery is going to the bakery with my parents to buy sweet bread. We would have sweet bread as part of our breakfast every morning. I loved to eat it without any butter, right out of the bag, because it is so soft and delicious. Another favorite item of mine is their *pan tosta*. I would dip it in hot coffee/hot tea with milk, which I enjoyed with my grandparents as they also loved *pan tosta* for *merienda* (snack).

"Herman's Sweet Bread continues to be part of our breakfast today. It is great Herman's Bakery continues to make the sweet bread and I can continue to enjoy with my children."

—Velma Ann Palacios, president, Saipan Chamber of Commerce

"As a child, I would run an errand for my Mom to purchase a loaf of bread for tomorrow's sandwiches for our school lunch. ... And though I am often in Washington and...unable to go to Herman's for coffee, I still purchase their sweet bread to share with my office colleagues in Washington. The best of another 75 years for Ta Ma and Nan Kita's children and family."

—Delegate Gregorio Kilili C. Sablan
(Ind-MP)



"Whenever my sister, Mimi, travelled to Saipan, she would bring Herman's Modern Bakery goodies home and it was always a treat I looked forward to as a child in Chuuk."

—Rep. Ivan Blanco



"When I was 10 years old, we went camping at PauPau Beach. I had just finished swimming and couldn't wait to satisfy my aching appetite. My dad pulled out a pack of Herman's sweet bread, placed some slices of Spam on the grill, and made quick, but delicious sandwiches. It was yummy, and easy to eat on the beach with my cousins. I now enjoy Herman's sweet bread with slices of turkey or a chicken salad mix, but the sweet bread Spam sandwich will always remind me of my childhood days on the beach, camping with my family."

—Rep. Sheila J. Babauta

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Enacting positive **change**

Herman's Modern Bakery has been socially responsible since it first opened in 1944, according to Michael Robert Guerrero.

"I believe we have been doing what we now call 'corporate social responsibility' since the bakery's beginnings because my grandfather, Herman R. Guerrero, used to bake bread for the community," he said.

That included giving away bread for free to the community and donating bread to the Mercedarian nuns for a number of years.

Over the years, the bakery has actively joined activities that help the community. "We are aware that the environment is very fragile... so we participate in beach cleanups and we have adopted (trash) bins from the Marianas Islands Nature Alliance, which means providing funds to keep the bins up and running," he added.

To lessen the impact of human activity on the environment, Herman's Modern Bakery is trying to eliminate plastic in their daily operations.

"We aim to be less driven on plastic items but it is a challenge with our bread as we deal with food safety and longer shelf life. With a paper bag, that is going

to be difficult, but we are finding ways," Guerrero said.

"We do offer reusable bags [at the bakery] and we don't use plastic stirrers anymore for our coffee. Instead, [we offer] paper straws for our drinks, paper cups for takeout, and we are doing our best to switch to paper bento boxes for our food," Guerrero added.

Herman's Modern Bakery involves itself with worthwhile causes such as the Governor Tournament of Champions and participates in different fundraising events that includes schools, medical outreach and various non-profit organizations.

Herman's Modern Bakery also accommodates educational field trips to the bakery by public and private schools "so that the children will have an idea how bread is made. It also gives the children a chance to learn outside the classroom and experience something new," Guerrero said.

As part of those educational efforts, the American Memorial Park did a history feature last Oct. 19, about the life and contributions to the community of Herman's Modern bakery patriarch, Herman R. Guerrero, as part of the park's feature on community icons. *(Bea Cabrera)*

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