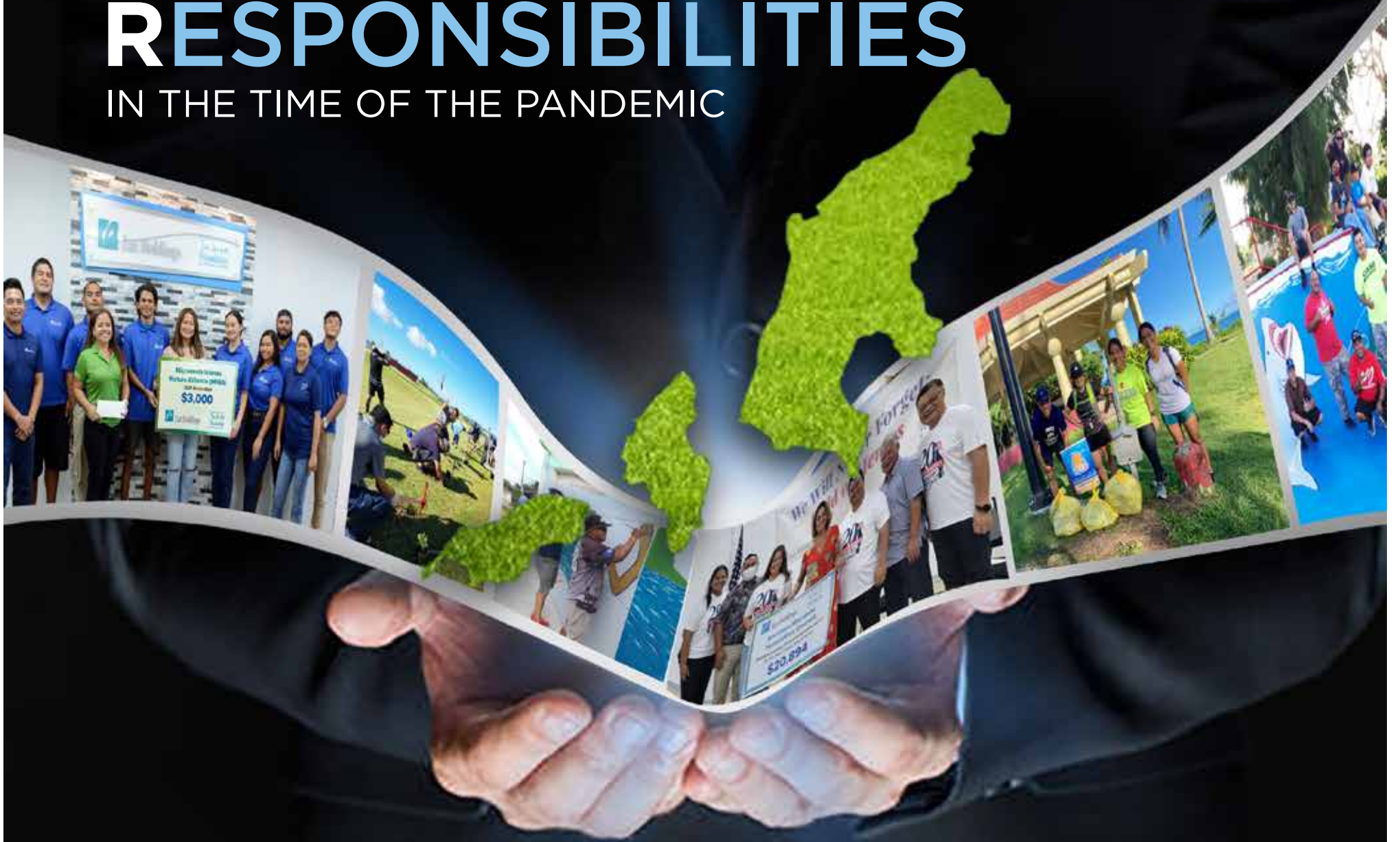


EMBRACING

CORPORATE SOCIAL RESPONSIBILITIES

IN THE TIME OF THE PANDEMIC



Redefining the relationship between
businesses and the community

Hafa Adai!
Saipan Tribune
CNMI'S FIRST DAILY NEWSPAPER

A SPECIAL ADVERTISING SUPPLEMENT
OCTOBER 22, 2021



PACIFICA INSURANCE: A business with a sense of purpose

By BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT

For 47 years, Pacifica Insurance Underwriters Inc. has been a living testament to its slogan—"Rest Assured"—providing peace of mind to its customers when it comes to life, health, property, and during unexpected turns in life. But, more than all the services it provides for the benefit of their policy holders, Pacifica Insurance also has a generous heart when it comes to taking care of the community's well-being.

"Even businesses need a sense of purpose. Making a difference in the lives of others gives us a sense of purpose," said PIU president/ chief operating officer Shirley Sablan. "It is important to do business in an environment that is built around love, kindness, and sympathy, and what better way to demonstrate all these than through community initiatives and partnerships we maintain with members of our community also as a form of reciprocity."

Sablan said that activities and programs focused on Corporate Social Responsibility has become a Pacifica "family affair," which means they do not have a specific group of employees tasked for this endeavor.

"Everyone is given an opportunity to participate. ...Our CSR programs do inspire our team because they understand its importance. They always look forward to the next give-back gig," she added.

According to Sablan, PIU has been quite active in the community and their efforts did not slow down during the pandemic. "Like many others, we were able to make the best of the situation and utilized every available avenue, however limited they were," she said.

A year since the COVID-19 pandemic started, Pacifica Insurance was still able to extend support for programs relating to sports, education, tourism, and the environment, Sablan said. These include the Hyatt Charity Golf Classic, Joeten Kiyu Public Library Summer

Reading Program, Aluf Luta Golf Classic, the Joeten DaiDai Foundation, Saipan International Fishing Tournament, PSS Teacher of the Year, Stellar Marianas 2021 Miss Marianas Pageant, the Lady Diann Torres Foundation's Plant 500 Marianas, the 2020 Christmas Village, the Green Gala of the Mariana Islands Nature Alliance, Saipan Rotary Club, and Toys for Tots, to name a few.

That even extended to the company's signature in-house program, Pacifica Art Contest, where eligible artists are invited to submit traditional, digital, or 3D artwork and the winning art pieces are featured in the company's calendar and other marketing materials.

"Our art contest did not skip a beat. In 2020, instead of having a full-fledged contest, we gave a few of our favorite art pieces that were previously ranked a second shot at the win. These were featured in a reaction video we produced last year that can be found today on [youtube.com/pacificainsurance](https://www.youtube.com/pacificainsurance)," Sablan added.

She said that Pacifica Insurance was able to have the Pacifica Art Contest full-on this year since the CNMI is managing the pandemic well and community vulnerability level at its safest at the green level.

All entries were submitted on Sept. 24 and winners have yet to be announced. "This year... we were able to hold the actual contest, this time with the theme 'Stay Covid-19 free!' that resulted in over 200 entries," she added.

"Businesses have many ways of measuring their success with CSR. For Pacifica Insurance, our measure of success in this regard is in how members of our community benefit from our support and how well it is received because at the end of the day, that's what it was and will always be about. We've received many 'thank yous' over the years and that's good enough for us," Sablan said.



PACIFICA ART CONTEST IS A PACIFICA INSURANCE UNDERWRITERS, INC. VISUAL ARTS COMPETITION DESIGNED TO NURTURE AND SUPPORT LOCAL TALENT AND THE ARTS IN THE CNMI. EST. 2014.

General Agent for Aetna International, Tokio Marine Pacific Insurance Limited and Pacific Guardian Life.

OVERWHELMING CREATIVITY BY LOCAL ARTISTS
PROVEN AT OUR 8TH ANNUAL PACIFICA ART
CONTEST WITH THE THEME STAY COVID-19 FREE.
STAY TUNED FOR NAMES OF WINNERS.



CSR is at the heart of Pacifica

Supporting education, sports, tourism, health and the environment.
Forty seven years of business and countless thank-yous.

pacificains.com/artcontest

Insatto St., Saipan

REST ASSURED, MARIANAS



The case for corporate social purpose and community investment

By BRUCE DEBOSKEY
TRIBUNE NEWS SERVICE

The need for businesses to focus on corporate social responsibility has never been more urgent, and the case for doing so has never been stronger. The quadruple whammy of the COVID 19 pandemic, expanding income inequality, the racial justice movement, and climate change are driving corporations, large and small, across the U.S. and abroad, to reevaluate and strengthen their commitments to addressing these issues.

Employees and consumers alike care deeply about businesses' commitment to social purpose and community impact and are willing to adjust their employment preferences and purchases accordingly.

The data are clear:

- The 68 million members of Generation Z, born between 1997 and 2012, already make up 24 per cent of the global workforce. An overwhelming 90% of them believe companies must act to help with social and environmental issues and 75% will do research to see if a company's stated mission matches its actions. One study found that Gen Z is "The first generation [of employees] to prioritize purpose over salary. They read mission statements and values documents to select where they work and want their employer's values to match their values."

- After learning a brand supports a social cause and/or is socially responsible, Gen Z consumers are 85% more likely to trust a brand, 84% more likely to buy their products and 82% likely to recommend that brand to their friends and family.

- The 72 million members of the millennial generation, born between 1981 and 1996, already comprise half of the U.S. workforce and, by 2025, are projected to be 75 per cent of the global workforce. Eighty-three percent of millennial employees claim more loyalty to a company that helps them contribute to social and environmental issues and 88 percent say their jobs are more fulfilling when they are provided with such opportunities. Most would take a pay cut to work at an environmentally responsible company.

- 91% of millennial consumers would switch from a product they typically buy to a new product sold by a "purpose driven company."

- 80% of all consumers agree that businesses must play a role in addressing societal issues; they want companies to take actions which not only increase profits, but also improve social conditions and make the world a better place. A poll of nearly 19,000 consumers from 28 countries, across all demographics, found that 70 percent of purpose-driven shoppers would pay an added premium of 35 percent for recycled or eco-friendly goods.

- Almost 60% of Americans said they would "choose, switch from, avoid or boycott a brand based on its stand on societal issues with which they disagree." Consumers are four to six times more likely to buy from, trust, champion and defend companies with a strong purpose.

- Finally, purposeful brands grow twice as fast as their competition. Over a period of 12 years, brands with high perceived positive impact have a brand value growth of 175%, versus 86% for medium positive impact and 70% for low positive impact.

Many ways to make an impact

In addition to the holy grail of making cash donations to nonprofits, companies can increase financial support and opportunities for employee volunteerism; establish or increase a program to match employees' donations; donate employees' unique skills and services; contribute products and services; host internal drives for food, clothing, books, etc.; expand support for employee mental health care; provide education assistance for employees and their children; evaluate the impact of their own investments on climate change, racial justice and income inequality, and, of course, increase pay and health care benefits.

To be effective in making philanthropic decisions, businesses should develop an articulated plan that will:

- Engage all internal stakeholders—from the C-Suite to entry level employees.
- Consider the views of external stakeholders, including members of the communities it wishes to serve as well as neighbors, customers, nonprofits and shareholders.

- Identify the reasons for giving—comprising a range including employee recruitment, retention and engagement; customer attraction and loyalty, and reputational risk management.

- Align all of the company's resources, including human and intellectual capital, products, skills and volunteerism, as well as financial capacity, towards philanthropic initiatives.

- Develop a communication plan that incorporates genuine ways to tell the businesses' philanthropic story.

- Design and execute a strategy for impact including analysis and planning around objectives, deliverables, outcomes and metrics.

In his 2021 letter to CEO's, BlackRock's Chairman and CEO, Larry Fink, stated: "The more your company can show its purpose in delivering value to its customers, its employees, and its communities, the better able you will be to compete and deliver long-term, durable profits for shareholders."

Bruce DeBoskey, J.D., is a philanthropic strategist working across the United States with The DeBoskey Group to help families, businesses, foundations and family offices design and implement thoughtful philanthropic strategies and actionable plans. He is a frequent keynote speaker at conferences and workshops on philanthropy. Visit deboskeygroup.com or [@BDDeBo](https://twitter.com/BDDeBo).

PPP envisions the CNMI as a world-class destination

By BEA CABRERA
beacabrera@saipan@gmail.com
CORRESPONDENT

The idea is to make the CNMI into a world-class destination. There may be those who scoff at the idea but Gov. Ralph DLG Torres is undeterred and firmly believes it can be done.

Toward that end, he created the Governor's Council of Economic Advisers, which he co-chairs with TanHoldings president and CEO Jerry Tan, which then came up with something beautiful to behold: the prosaically termed "Public Private Partnership" program that belies the magic that lies at the heart of such a simple concept—making people care about the place where they live.

And with tourism at a standstill because of the COVID19 pandemic, Tan said this is the right time to reinvest and step up. While everything looks grim, CNMI leaders believe this is an opportunity to reboot and restart, to start a grassroots-led campaign to repair and beautify tourist destinations and transform the CNMI into a place where people would want to visit. Again and again and again.

In an earlier interview, Tan said the council believes in the future of the CNMI. "The council is planning for the CNMI's future as far as 2031 and we know we have to take a lot of baby steps and PPP is a way of accomplishing those baby steps," he said.

The council believes that the combined resources and experience of the CNMI government and the private sector will help execute long term goals that will benefit both community members and tourists. That partnership is embodied in a memorandum of agreement that will run for five years.

"The fact that we have PPP members...who are dedicated to give their time, resources and effort for five years is a testament to their commitment to make our island community a better place," said Torres.

To date, the PPP has accomplished 69 projects around the islands. Their work span a number of ways, including maintenance, repainting, repairing structures, adding landscaping, or road clearing.

On Rota, the projects and the companies/offices that have adopted them are:

- Benita Manglona Buildings (Songsong Village), Mendiola Park, Sinapalo Basketball Court and Youth Center; Rota Mayor's Office, Filipino Community of Rota, Rota Merchandising DK Brothers;
- Airport Road on Rota: Hotel Valentino and Commonwealth Ports Authority Rota;

On Tinian:

- Jones Beach: Triple J Enterprises, Inc.;
- Broadway Estates Basketball Court: Tinian Mayor's Office, Typhoon Sports Association, Fitbeat Anti-Tobacco Wellness;

On Saipan,

- Consulting services for PPP construction projects: Marianas Association of Filipino Engineers and Architects;
- Grotto: International Roller Skates, Tasi & the Ali'is, DIVEWISH, Loco & Taco Dining Bar, and Bibong Corp. or Mariana Lighthouse;
- Korean Peace Memorial: P&A Corp.

- Cowtown: Marianas Racing Association
- Gilbert C. Ada Gymnasium, directional and location signages, Bird Island Lookout, Gov. Froilan C. Tenorio Beach Road Pathway and Last Command Post: TanHoldings/Tan Siu Lin Foundation;

- Garapan Core highway medians: Kanoa Football Club and Beach Road Tourism Development, Inc.;
- Pau Pau Beach: E-Land Group;
- Garapan Central Park: Bridge Capital LCC;
- Suicide Cliff: Rotary Club of Saipan and Emon Masonic Lodge 179;

- Sugar Dock Beach: Lions Club International District 204, Region 2 and Mount Carmel School;
- Airport Access Road: Commonwealth Ports Authority Saipan, Airport Operators Committee, POI Aviation;
- North Trails: Triathlon Association of CNMI and NMI Cycling Federation;

- Ladder Beach: CTSI Logistics;
- Koblerville Village: Northern Mariana Islands Football Association
- San Isidro Beach Park/Laly 4: United Filipino Organization and Triple J Enterprises;

- Micro Beach: Korean Community of Saipan
- Susupe Beach Park: Kanoa Resort Saipan and Chinese Association Saipan;

- Naftan Point: Palauan Community Association of the CNMI;
- Beach Road Flower Garden (National Office Supply to Marianas Lounge): Tasi Tours and Micronesia Islands Nature Alliance;
- Toyota intersection medians: Saipan Mayor's Office;

- Underwater World War II Korean Monument: Korean Diving Association;
- Japanese Peace Memorial and Tower of Okinawa: Japan Saipan Travel Association and Japanese Society of Northern Marianas;

- Mt. Tapochau: I Love Saipan, Korean Jungle Tour Association, Artman;
- Garapan Basketball Court: Bank of Guam;
- Historical Samoan Village (Tanapag) and I'iga Piza Launch Site (Agingan): Samoa-Marianas;

- Marianas High School basketball court: Marianas High School Class of 1987;
- Da'ok (Bicol) Pavilion: Pride Marinas Youth;
- Garapan sidewalk curbs: LJ's Lawncare, LLC.

- Dandan Children's Park and San Antonio Basketball Court & Fernando Benavente Library: Office of Precinct 1 Representatives, 22nd Legislature;
- Susupe basketball court and social hall: Office of Precinct 2 Representatives, 22nd Legislature;

- Tanapag Beach and Sadog Tasi welcome sign: Office of Precinct 4 Representatives, 22nd Legislature;
- Tanapag basketball court: Talaabwoh Stars;
- As Matuis basketball court: Office of Precinct 4 Representatives, 22nd Legislature and Socho Basketball Club;

- Capital Hill basketball court and baseball field:
- Lower Navy Hill basketball court, Civic Center Beach Park pavilion etc.: Office of the House Minority, 22nd Legislature;

- Kagman II, Kagman III KCC and Chacha basketball courts: Office of Precinct 5 Representatives, 22nd Legislature;

Projects that are in the pipeline are Shirley's Coffee Shop and Football Club will be in charge of Middle Road/Garapan Intersection and medians; Northern Marianas College will be in charge of Chalan Monsignor Guerrero medians; Life in the Son Christian Fellowship will be in charge of Gualo Rai medians; TanHoldings Football Club will be in charge of Guma Sakman medians; Bayani Association will be in charge of Susupe medians; Saipan Marianas Lions Club will be in charge of Chalan Kiya medians; Chris Concepcion Family & Friends will be in charge of Chalan Piao medians; Century Tours, Inc., Century Hotel, Seatouch, iSHOP, and POI Aviation will be in charge of the Mobil Kagman intersection medians and D&Q will be in charge of the Sadog Tasi intersection median.

PPP's newest initiative is the Marianas Village Pride Campaign that started on Oct. 4, 2021, and will run until Ja. 6, 2022.



'For the betterment of the community'

By BEA CABRERA
beacabrera@saipan@gmail.com
CORRESPONDENT

Established 12 years ago, Brabu Pharmacy not only provides cost-effective medicines and personal care products but they also do it a manner that is customer-focused and, in many cases, they actually cultivate personal relationships with their customers.

This is one aspect of Brabu Pharmacy service that one of their customers, Jay, appreciates. Some of the pharmacy's technicians already know him by name and his birthday, so getting his prescriptions refilled is always a breeze. That personal touch and the feeling that Brabu Pharmacy is on your side when it comes to your health and wellness forms a large part of the pharmacy's image.

And that extends not just to each and every customer but to the CNMI community at large. Brabu Pharmacy doesn't confine itself behind glass counters but also does what it can to make for a better and healthier CNMI. Pharmacy owner and pharmacist Ted Parker himself says that operating with the mantra "for the betterment of the community" is essential to their identity.

"Reaching out with various projects that help the community is not just a key important component of Brabu's business model, but essential to our identity. ...We do not call our social responsibility as programs as we are more relaxed than that. ...Our corporate motto is 'providing medicine and life-enhancing services for our island's total wellbeing,'" he said.

"In a sense our whole staff is our Corporate Social Responsibility team. We ask everyone to contribute ideas on how we may better serve

our patients and their specific needs. ...And our social responsibilities are not limited in time frame. We are here to serve our community in any way we can as long as that care is needed, be it after a typhoon or during a pandemic," he added.

Last month, Brabu expanded its services and is now offering various immunizations, vaccine shots, and a drive-thru COVID-19 testing. They started administering vaccinations in April when Brabu Pharmacy's pharmacy technicians were given authorization to give vaccines under the Health and Safety Prevention program. The vaccines available are Shingrix, varicella (chickenpox), tetanus, hepatitis A and B, measles, mumps and rubella, pneumonia, influenza and HPV. Their protocol for all vaccines is for ages 13 and up. The COVID-19 vaccine is not included as this is only avail-

able at the Commonwealth Healthcare Corp. Recently, Brabu welcomed back its two former workers—Patsylynn Cepeda and Alina Ishikawa—who are now both Pharmacy Doctors. Cepeda graduated with a Doctor of Pharmacy degree at the University of Hawaii in Hilo while Ishikawa graduated under the pharmacy program of the Northeastern University in Boston. Both pursued Pharmacy medicine with the encouragement and support of Parker and his wife, Kathy. In an earlier interview,

Parker said that mentoring young people and seeing them succeed is part of Brabu's mission. "The amount of work that you put into mentoring people, getting them to do things and when it comes to fruition, when you see that they have actually succeeded and they have actually started believing in themselves that they can actually succeed, is the most gratifying thing in the world," he said. "...This is what the islands need. You have to build a local workforce. ...We have to

...keeping inspired and doing the things that help our community."

have a local workforce that's born, devoted, and will stay here," he added. When asked how Brabu measures its impact on the community, Parker said that feedback from the community is often very individualistic and subtle. "Sometimes the response is merely a grin or nod of the head. Sometimes it's someone returning and indicating that they are better or their loved one is better," Parker said "Oftentimes it's just a heartfelt 'thank you.' ...They do let us know in person, emails, and on social media. ...How do we use these responses? By keeping inspired and doing the things that help our community."

Brabu
Pharmacy and Wellness Center

Schedule your test TODAY
Only \$48.00
Covid-19 results in 15 min

Call 233-2668 or email brabuotc@gmail.com to schedule your test.
Call when you arrive and wait in your car. A technician will collect your sample. Get results in 15 min in the comfort of your car.

Gualo Rai Branch
Mon-Fri: 9am-6pm
Sat: 9am-1pm
Sun: CLOSED

101 Akari Building
Gualo Rai, Middle Road, Saipan

brabuotc@gmail.com
Phone: (670) 233-2668 (AMOT)

Kagman Branch
Mon-Fri: 8am-5pm
Sat-Sun: CLOSED

Next to Ling Lin Market
Kagman, Rte. 34, Saipan

brabuotc@gmail.com
Phone: (670) 256-2668

brabupharmacy.com

E-Land continues to redefine the meaning of hospitality

By BEA CABRERA
beacabrera@saipan@gmail.com
CORRESPONDENT

Hospitality does not only happen within the walls of E Land's three hotel properties—Kensington Hotel in San Roque, Pacific Island Club Saipan in San Antonio, and Coral Ocean Point golf resort in Koblerville. They also extend to the community and that includes caring for the environment and a strict adherence to the tenets of ethics.

According to Corporate Social Responsibility manager Lindsay Ahn, ever since E-Land began business back in 1980 as a small garment store in Korea, the founding members of the company had a clear mission and vision "to be the light and salt of the world."

"For 41 years, we have committed to be a good neighbor in the community and to be cognizant of its needs. ...Since we are conducting business outside of Korea, our organization's culture boils down to being a part of the community we are in," she said.

On Saipan itself, E-Land has been here for about a decade now. "We came as an investor and we are grateful that the Saipan community welcomed and embraced us. ...Because of this, we like to continue to give back and grow with the whole community," she added.

Over the years, E Land's commitment to social responsibility is closely tied to their management philosophy of sharing, growth, and willingness to serve. "In Korea, our main office operates a foundation called the E-Land Foundation. They are

responsible for the philanthropic work of the whole E-Land Group. ... In the CNMI, we don't have a team dedicated to community engagement but the whole management understands and shares the value of social responsibility, so we work like one team when there is outreach project," Ahn said.

She said the employees themselves from the company's three properties show a high level of enthusiasm and interest when E-Land has any outreach projects. "When we plan CSR projects, we get confidence from the support of our employees and their families, which shows that they genuinely enjoy doing volunteer work for the community," Ahn said.

Before the pandemic, many of their CSR programs were geared toward "public infrastructure development" such as keeping public infrastructures clean and organized. They also had a "youth environmental program" because E-Land's CSR team believes that community growth starts with the youth, making students understand the importance of taking care of the environment that will eventually mold them to become future leaders.

"In spite of the pandemic, we still continued to engage with the community. When the pandemic started to affect the CNMI's industries and economy, E-Land Group donated care packages to [the] Department of Community and Cultural Affairs, to the office of Nutrition Assistance Program and to our front-liners. ...We also made a donation of \$10,525 to Karidad

[Social Services] from PIC's Sharing Seed Fund and 400 packs of rice to Korean community," Ahn said.

E-Land also conducts regular beach cleanups by taking care of Pau Pau Beach park, which is the company's adopted site for the Governor's Council Economic Advisers Private and Public Partnership program.

Other recent initiatives by E-Land include Coral Ocean Golf Resort bringing back the "Mana'mko Ground Golf" event, the company's employees from the three properties visited the CNMI Living Independently office to have special activities with the center's consumers and "we continuously sponsor various local events—big or small.

Ahn said they plan to have community outreach projects for the entire year, while making adjustments when unexpected events happen. "...The pandemic has imposed more restraints on our CSR plans, not only because we needed to keep our distance from each other but more importantly, our business suffered hard," she said.

There are some projects E-Land has in mind, but Ahn said they had to take a rain check on some of these projects because of the pandemic.

"But being in this kind of crisis also gave us a chance to reassure each other and be reminded of a sense of togetherness and solidarity. We have been reconsidering where we need to pay more attention to or what we need to prioritize. The pandemic sheds light on a new perspective and gives new challenges because many of our lives have changed, like one of our new concerns is the increased use of disposable items such as plastic containers and masks. It is our task to figure out how to use less of those while still putting the public health and safety first," Ahn added.

E-LAND

From Page 14

E Land takes feedbacks and responses from its guests, clients, and stakeholders seriously, Ahn said. "We try to use those responses to improve ourselves and to understand the community better. Having inputs and better understanding of the local community is important to us as we are committed to a long-term vision," Ahn said. "We would like to come up with more well-established long-term CSR plan for sustainable management and inclusive growth in the CNMI."



THE ELAND GROUP



CORAL OCEAN GOLF RESORT



SAIPAN KENSINGTON HOTEL



PACIFIC ISLANDS CLUB SAIPAN



There is a reason why Bank of Guam is called the People's Bank—way before Corporate Social Responsibility became a part of nearly every company's mission—and that core value lies at the very heart of the bank's *raison d'être*.

According to Jacqueline A. Marati, senior vice president, chief Communications and Corporate Social Responsibility officer, Bank of Guam was founded for the purpose of doing good for our islands and region.

The bank's founder, Jesus S. Leon Guerrero, recognized nearly 50 years ago that islanders have varying needs that were not being met and he wanted to help people by addressing that need, Marati said.

She pointed out that, even from the start, Bank of Guam was already practicing Corporate Social Responsibility, providing financial empowerment and inclusion, emphasizing the importance of protecting our environment, and raising education and healthcare awareness for the community.

"In a word, it formed the genesis for our founding and, with that genesis, we realized that CSR was a journey, not a destination, and that our goal was progress and transparency," she said.

In 2018, Bank of Guam's leadership realized the importance of formalizing the company's commitment to Corporate Social Responsibility, Marati said, and formally created CSR within the bank's communications department because of the strategic importance of this focus, as well as to



Left photo: Teacher of the Year: 2021 State Board of Education and CNMI Public School System's winner Ms. Bonny Cruz was awarded for her unwavering dedication and hard work to the children of Saipan by the Bank of Guam. Presenting the donation was our very own Garapan Saipan Branch team, which included Marcie Tomokane - VP/CNMI Regional Manager, Bonny Cruz (Teacher of the Year), Larry Philip-Garapan Saipan Branch Manager, and Tania David-Operations Manager. **Right photo:** Toys for Tots: In attendance are Northern Marianas College ASNMC V-President, Gerald Crisostomo Jr., Marine Captain A.J. Ramos, Bank of Guam Insurance Representative Marcy Duenas, Saipan Chamber of Commerce's Executive Director Lee Tenorio, Marine Sgt. Damien Viera, and Garapan Branch Operations Manager Tania David

Growing social responsibility at the core of Bank of Guam

By BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT



Teach Children to Save: Team Tinian conducted a presentation on the importance of how to save to 40 third-grade students at Tinian Elementary School. (April 2019)

be able to communicate commitment and accountability. "To be clear, at Bank of Guam, [Corporate Social Responsibility] is everyone's responsibility," she added.

Marati said their CSR programs and projects were not compiled on a whim. "We provide CSR training, examples, and sharing. We have planned for and witnessed a growth of departmental and branch-led projects, which is what we encouraged and had hoped would happen."

On top of that, Bank of Guam has

also identified what it calls "Community Changemakers" within their ranks. Marati said these are bank employees who have taken the lead in sustainable farming, foster family support and at-risk families, and stray animal adoption, among other initiatives. "One of our goals...is to have employees initiate projects that they believe are meaningful to them," she said.

Marati explained that teamwork within Bank of Guam plays a large part in their vision of CSR. Everyone who wants to help the

community can translate that into reality. "We are empowering employees to decide what matters to them and organizing outreaches and contributions in their communities. They are volunteering their time for many projects such as financial empowerment, environmental cleanup, food security/gardening, food and meal donations, and stray animal projects. ... We have measured our volunteer hours, weight of goods donated and even the weight of the trash we collected here [in] Guam," she said.

Marati said that Bank of Guam's CSR outreach never stopped during the pandemic, pivoting to virtual outreaches as well as socially distant and safe person-to-person projects. "We conducted financial empowerment lessons in schools and communities. We continued to have employee drives for food, [personal protective equipment], and supplies. We delivered support (meals and supplies) to healthcare workers and even organized a 2021 March Founder's Day of Giving network in which we did major cleanups throughout all the islands on a single day," she added.

Marati assured that Bank of Guam's CSR is not a "calendar" event or activity but is part of the bank's core existence. "CSR lives daily for Bank of Guam, and is not limited to a day or week or even month. While we saw it grow pre-pandemic and certainly now, we have initiated convenient and safe outreaches to assist our community. The needs of the underserved remain a deeply important focus for us, pandemic or not," she said.

"Listening to our community has been the hallmark of our presence. While face-to-face impact is desirable, we continue to listen and reach out when it is safe and when we can. But we have also learned to pivot to digital and virtual outreaches as our community has also adapted to other channels of connection. We continue to reach out to non-profits and village leaders and consistently listen to what their current and future needs are. We make adjustments as their needs change," Marati added.

TRIPLE J

'Our driving force is the communities and people we serve'

By BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT

Think Triple J Enterprises Inc. and the first thing that springs to mind is its corporate slogan: "Customers First."

So much so that the company—which spans from car dealerships to real estate and consumer goods—has become one of those that has made a name for itself as one of the foremost purpose-driven companies in the CNMI. Not only do they deliver quality products and services, but they also use their time, resources, and commitment to effect improvements and changes for the better. This social responsibility that seems like a second skin already is what has earned Triple J the community's trust and confidence.

According to Triple J Enterprises, Inc. CEO and chairman Robert Jones, their driving force is the communities and people that they serve. "Triple J's 'Customers First' commitment extends to our community involvement. For almost four decades, our group has strived to improve lives and build better communities through our philanthropic contributions, financially and voluntarily with time and personal involvement, to various nonprofit causes as well as to individuals," he said.

Jones said that Triple J also recognize its responsibility as a corporate citizen to adhere to high standards of ethics and example in the way it operates its many businesses. "These founding values have carried us well and will continue to guide us forward. ... Our shareholders and Executive Committee take an active role in implementing initiatives that are in line with our corporate values from which the communities we serve can benefit," he added.

This was echoed by Triple J vice president Mike Sablan, who said that serving the islands is at the core of the company's business. "This is a year-round effort for our group of companies, and we strive every year to improve our commitment and contributions both internally

with our employees and externally to our community. Our increased charitable giving commitments not only reflect what we can do right now but also how we will continue our support throughout the year," he said.

Sablan said that he company's strategy is grounded in community perspectives and shared vision. "We receive feedback from our many [non-government] partners who benchmark their performance against their goals, we engage our team and receive employee perspectives and feedback, and constantly review the overall impact it has on our community and refine our goals accordingly," he said.

Whether during normal times or when a super typhoon hits, during an economic downturn or like today's pandemic, Triple J is on top of its game, making sure that needed services are dispensed to the people who need it, he said. This mindset was at the forefront of the company's response when the COVID-19 pandemic hit. "The welfare of our team, our customers, and our community was our top priority at the start of the pandemic," Sablan said.

This meant that Triple J adopted a group-wide infectious disease control policy to help the company's team prepare for and respond to COVID-19 and other infectious diseases, while continuing to keep their doors open and maintaining normal business operations as much as possible, he said.

This not only allowed Triple J to provide uninterrupted critical services to the community but it also ensured that its employees continued to receive a paycheck to support their families.

"Yes, it is precisely in times of crisis where a sense of unity and belonging are important for any community. We are continually assessing the short-term and long-term effects that COVID-19 will have on our community and the subsequent needs of our [non-government] partners and the community at large," Sablan added.

To help the government, Commonwealth Healthcare Corp., COVID-19 Task Force and the community battle the pandemic, Triple J donated hundreds of N-90 hospital masks to CHCC in the early days of the pandemic when they learned that the hospital staff and first responders were running low on much needed supplies. "We also [offered] our assistance in sourcing critical equipment and [personal protective equipment] by tapping the assistance of our [U.S.] mainland suppliers. When many businesses closed or restricted their business activities, Triple J offered immediate assistance

in the form of discounted meals from our restaurant group for first responders and front-liners," Sablan said.

The company supported the Public School System with meals distributions in schools by helping to provide staff to assist in the distributions, benefitting hundreds of families in need of basic meals, Sablan added. Also, Triple J directed over \$52,000 in educational tax credits toward every public school and many private schools on Saipan, Tinian, and Rota in 2020 and 2021.

The company also continued its annual support of organizations and their causes. These organizations include

the Commonwealth Cancer Association, Northern Mariana Islands Futbol Association, Diocese of Chalan Kanoa, Guam/CNMI Make a Wish Foundation, Saipan Fisherman's Association, Tan Siu Lin Foundation's Field of Heroes event benefiting the Northern Marianas Humanities Council, Tasi to Table Foundation, CNMI Soroptimist Club, Mariana Islands Nature Alliance, Hotel Association of the Northern Mariana Islands, Saipan Chamber of Commerce, and 4-H Camp's Magalahi Summer Camp.

Triple J's employees themselves are also quite active when it comes to helping the

community. Jones believes that an organization will be able to reach its goals if everyone in the company is on board the ship and he sees that with each and every employee of Triple J.

"We are proud to have employees who share a heart for service—their generosity continues to inspire us time and time again, and they've stepped up in a huge way during this really challenging time. From volunteering their personal time to islandwide beach cleanups, 5K runs, and other community events each year, to helping serve meals to families who lost their jobs during the pandemic," he said.

Guam | Saipan | Tinian | Palau | Japan | Marshall Islands | California | North Carolina

Triple J Enterprises, Inc. is a group of companies, driven by the spirit of our communities, focused on people and service oriented businesses - motors, food and restaurant, hotel, logistics and real estate - with a reputation for business integrity and perseverance.



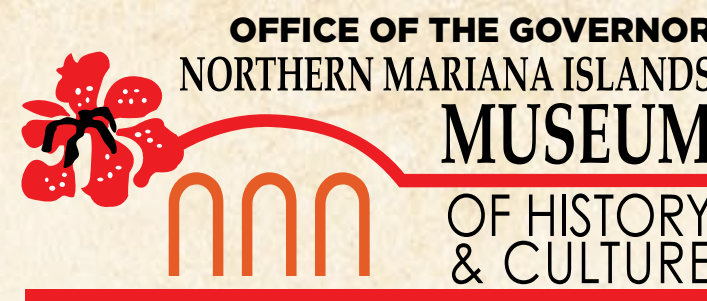
Since our founding in 1972, Bank of Guam has embodied the true spirit of corporate social responsibility, and we are committed to the highest standards of corporate citizenship.

Our culture and values are rooted in service, integrity, and taking personal responsibility for our actions, outcomes, and reputation. As a leading financial solutions provider in Guam and the Marianas Islands, we connect people to financial opportunities and make a difference in the communities in which we live and work. Given the span of our workers, clients, suppliers, and partners, we recognize the reach of our business practices and our public accountability.

Corporate social responsibility is vitally important to who we are as a company. Our commitment will ensure that we rigorously adhere to the highest standards in ethical behavior, environmental sustainability, data security and more. We encourage participation across our organization, and we will work with external stakeholders to continually advocate on behalf of our dedicated workforce, improve our workplaces, contribute to the communities we serve, and ensure our actions are socially, ethically, and environmentally responsible.

Bank of Guam
Member FDIC

bankofguam.com



OFFICE OF THE GOVERNOR NORTHERN MARIANA ISLANDS MUSEUM OF HISTORY & CULTURE COME AND VISIT US TODAY! FREE ENTRANCE! MONDAY TO SATURDAY 9AM TO 4PM

The NMI Museum of History and Culture is an independent program from the Office of the Governor.



NMI MUSEUM OF HISTORY AND CULTURE Binding the past, present, and future

By BEA CABRERA beacabrerasaipan@gmail.com CORRESPONDENT

One of the most common feedback from tourists and other who visit the CNMI is a consistent need to experience, see, taste, and hear local culture. That culture that is unique to the CNMI is what makes the islands a unique destination and it is worthy to note that the Marianas Visitors Authority and the CNMI government now recognize this as a very good tool to attract more visitors to the islands.

More than the passing tourists, though, the CNMI Museum believes that its existence is not merely intended to distill the past of the CNMI for the entertainment of tourists but also as a teaching tool to educate the local community. That is why the NMI Museum, headed by Executive Director Daniel Aquino, believes that it is crucial for the museum to engage with the community.

cently repaired and repurposed to serve as the museum gift and coffee shop to generate revenue. ...For now, Gov. [Ralph DLG] Torres and the Saipan Northern Island Delegation provide us with support and funding to maintain, repair and upgrade our facility." To date, Aquino and his team are responsible for the stewardship of priceless collections, photos, documents and historical artifacts: from the Pre-Latte and Latte Period; Spanish Colonization; Freycinet Collection: drawings from the French ship Uranie that came to the islands and drew what life was like in 1819; the German period; Japanese period; Unification with the United States (Covenant); World War II artifacts; internment camps and the Nuestra Senora De La Concepcion collection.

now open on Saturdays. There is now a certified museum tour guide (Archie Ajoste) to provide educational tours upon request," he said. "Our second goal is sustainability. Our vendor stalls are now completed. Rather than doing the traditional way of renting tents for our events, we built the stalls to generate revenue. Interested individuals or companies can rent these stalls at affordable rates and sell local products or local food delicacies," he added. For October, the NMI Museum has a lineup of activities that involves improvements to its surroundings and fun and entertainment that family and friends will enjoy.

the Rotary Club of Saipan, Saipan Rotaracts to host our first Halloween Night at the Museum. There will be other non-profit organizations and organizations joining us to pass out candies. ...After the Halloween event, we will be utilizing our vendor stalls to have our 'Fiesta Friday' evening event where residents and tourists can come to the museum and enjoy local performances and purchase local foods and crafts," he added. The Christmas holiday is fast approaching and the array of dancing Christmas lights showcased every year at the NMI Museum is always eye-catching. "We will be adding more lights and other things to make our grounds more attractive and to increase the islands' festive spirit. We will also be hosting a Christmas tree competition similar to what we did last year and offering prizes for the best Christmas tree decoration. Our Christmas tree competition was very different from other competitions because we were able to give prizes to all schools that participated and we are very thankful to the members of the Legislature, and businesses who sponsored prizes," Aquino said. "I believe that everything we do at the NMI Museum benefits the people and children of the CNMI. Christmas has been a traditional holiday that is enjoyed by everyone and, with COVID-19 affecting everyone is some way, we need to have more positive activities that distract our attention from COVID-19 and what is going on around the world. Scientific studies reveal that visiting museums are good places to relax and de-stress. The holiday season are cheerful times but there are significant studies that also reveal that depression hits many people during these times and so we want to provide a positive place for residents to come and enjoy the holiday spirit," Aquino added.



DON'T FORGET OCTOBER 31, 2021 HALLOWEEN NIGHT AT THE MUSEUM



Making a positive impact is a part of our purpose

By BEA CABRERA
beacabrera@saipan@gmail.com
CORRESPONDENT

Visit an IT&E customer service person at their office in Chalan Lau Lau or call one from wherever you are and you can expect an answer that greets you, "We are happy to help." This and other small touches create rich customer experiences that lead to long-term relationships that is based on trust and confidence. And that extends to not just caring for their customers but also to the community that knits everyone.

"Making a positive social impact is a part of our purpose. It is our duty as members of the community and as a group of people that love and care about our islands. IT&E is committed to doing its part to help the community thrive, protect and develop our youth, promote health and wellness, preserve the environment and honor the vibrant cultures of the Marianas," said IT&E general manager Rose Soledad.

"As the needs of our community change, so does IT&E's strategy for community giving. We do our best to allocate our support to the causes that will most benefit the community. ... While IT&E does not have a team in charge of Corporate Social Responsibility per se,

community giving initiatives and requests for support are a top priority for IT&E's marketing team and its Employee Social Events Committee. In addition, many associates at the management and other levels in the company are involved with our mission to give back to the people we serve," Soledad added.

For IT&E, community outreach has no fixed schedule and no time limit as they donate communication services to organizations for lengthy durations. These organizations include the Commonwealth Cancer Association, the CNMI Community and Youth Centers, 500 Sails, and other programs to support their goals and mission that improve the quality of life for our community.

IT&E also does its best to support events that promote the youth, sports, care for the environment, economic growth, health, women empowerment, to name a few, by supporting these organizations: NMI Basketball Federation Inter-scholastic League and other youth sports, MINA's Green Gala, Saipan Chamber of Commerce, Tan Siu Lin Foundation, Marianas Visitors

Authority, Hotel Association of the Northern Mariana Islands, Marianas Health LLC, CNMI Women's Association, and more. Most recently, IT&E was designated as a drop-off location for Toys for Tots.

Soledad said that when the pandemic started, many things were put on hold but IT&E continued to help the community by overcoming challenges. "In partnership with the Division of Youth Services, IT&E increased the bandwidth of the donated internet services at all the functioning Youth and Community Centers in the CNMI. This was done to provide internet access for students' online learning program that was implemented as a result of the pandemic," she said.

"From March to May 2020, IT&E removed data caps for all subscribers so that students can continue online learning, employees could work from home, and families could stay connected with loved ones and get important pandemic-related news and updates. During this time IT&E also did not apply payment deadlines, late fees or suspensions to alleviate the financial strain for sub-

scribers and then actively worked with subscribers on payment plans for balances," she added.

Aside from helping its subscribers with their bills payment and extra services, IT&E also went out of its way to help the CNMI achieve the 80% vaccination rate by making some of their offices available as COVID-19 vaccination sites. "IT&E supported the vaccination effort by also white-listing the Vaccinate CNMI websites for mobile subscribers so that they can register to get their vaccinations and access more information online without using up their data buckets," Soledad said.

"Our social responsibility programs truly inspire IT&E employees. By giving back to our community, we show our associates that they are a part of delivering connections that matter in more ways than one. ... We collect feedback and input with a grassroots approach to our CSR. We connect personally with members of our community directly and we use this feedback to understand what needs must be met and decide how we can step in to assist."



EMBRACING Corporate Social Responsibility

Sports



Youth



Environmental



Community



Health



+MANY MORE!

"I'm Lovin' It!"



"It is fitting to recognize hardworking people in the Marianas."

McDonald's makes sure that they do not only have love that they give out to customers but also the drive and passion to continuously give to the community.

McDonald's offers more than just food to the community

By BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT

In April 2020, McDonald's worldwide launched its corporate social responsibility plan that is based on the five tenets of food, sourcing, planet, people and community and the Ayuyu family, which owns the franchise on Saipan and in Guam, took to this initiative like fish to water. In fact, social and community engagements in the CNMI is already second nature to them.

From repainting and maintaining several bus stops, to making donations to sports and athletics events, McDonald's Saipan has over the years assisted and supported youth development, foundations, partnerships with the Public School System, educational entities, promotion of human welfare, working with other social organizations, and environment protection.

Early this year, McDonald's Saipan showed its support and belief in strengthening the local workforce by donating educational tax credit amounting to \$2,500 to the Northern Marianas

Trades Institute. That was the fifth time the company has donated to NMTI and its cash donations to the educational institution have now reached over \$20,000 in all.

In Guam, McDonald's Guam supports youth sports, islandwide clean-ups, the nonprofit "Rainbow For All Children-Guam," and the Easter Drive-Thru Egg Give-away.

Last week, McDonald's gave away free breakfast meals to Guam and Saipan educators.

Natalie Mable A. Glenn, who is McDonald's executive assistant to the president, said that recognizing a sector in the community is not something new to McDonald's as they are always involved in giving back.

them that they fill an important role, especially this time," she said.

In a similar vein, McDonald's



Donald's gave away for one week last year "Thank You" meals for all front-liners, including the CNMI's health care workers, Department of Public Safety officers, Department of Fire and Emergency Medical Services personnel, and members of the COVID-19 Task Force. "It is fitting to

recognize hardworking people in the Marianas," she said.

Northern Marianas College president Galvin Deleon Guerrero, who was at the Thank You Breakfast meal launch, said that McDonald's Saipan has been at the frontline since Day 1 of the pandemic.

"Keeping people fed during a pandemic has been important. ...The 'Thank You Breakfast Meal' for educators is a great treat from one family to another family of front-liners and we really appreciate McDonald's and Mr. and Mrs. Ayuyu for their leadership because they understand what it is like to be in the frontlines, implementing mitigation protocols and trying to ensure that everyone is safe

and happy," he said. McDonald's Saipan was one of the first establishments to open its doors to customers in June last year, after three months of having no dine-in due to COVID-19 concerns and just catering to drive-thru customers. Based on research and compliance with the COVID-19 Task Force and Centers for Disease Control and Prevention, McDonald's has created a safe dine-in environment that is secure for both customers and employees.

To help customers navigate their way inside the restaurant during the pandemic, they put up signages on tables to inform customers which areas had been disinfected and not. Other signages also informed customers of simple rules and guideline that makes their McDonald's "customer journey" highly satisfactory.

For better customer engagement, McDonald's was able to provide unique services such as the McDonald's "Mobile, Order and Pay" app where customers can download the app for free, register, order their food and go to

the store to pick it up—no more lines as waiting time is lessened and sometimes there is no line at all. Although launched in 2016, the pandemic made people rely on it more. "We are happy with the turn out of our app users. Not only do they get fast service and fresh, warm McDonald's food items, the app allows people to earn points that they can use to avail discounts or freebies and know the latest promos that help them save money," said marketing manager Anna Olaes.



the store to pick it up—no more lines as waiting time is lessened and sometimes there is no line at all.

Although launched in 2016, the pandemic made people rely on it more. "We are happy with the turn out of our app users. Not only do they get fast service and fresh, warm McDonald's food items, the app allows people to earn points that they can use to avail discounts or freebies and know the latest promos that help them save money," said marketing manager Anna Olaes.

The current slogan of McDonald's worldwide is "I'm Lovin' It" and here in the CNMI, McDonald's makes sure that they do not only have love that they give out to customers but also the drive and passion to continuously give to the community.

McDonald's of Guam & Saipan 1st Annual Ronald McDonald House Charities Golf Tournament

LAOLAO BAY GOLF & RESORT

LaoLao Bay Golf & Resort, West Course Saturday, December 11, 2021

Showtime 6:00 AM • Shotgun Start 7:00 AM • Format: Medal Play

\$120 - Early Registration | \$140 - After November 30, 2021 | \$30 - Optional Play

No Refund after entry deadline of December 5, 2021

TOURNAMENT PRIZES

All Categories Champ: A Flight • B Flight • C Flight • Seniors • Super Seniors • Ladies

First Place \$500 | Second Place \$300 | Third Place \$200

Tournament Participants FREE TOTE BAG

HOLE-IN-ONE PRIZES

2021 LEXUS RX Sponsored by **Atkins Kroll**

2022 MITSUBISHI OUTLANDER SE Sponsored by **Triple J Motors**

\$10,000 CASH Sponsored by **Bank of Saipan**

\$10,000 CASH Sponsored by **UER [United Equipment Rental]**

DIAMOND SPONSORS

Customers First, TRIPLE J, Tan Holdings, Tan Siu Lin Foundation, UNITED EQUIPMENT RENTAL, BANK OF SAIPAN

GOLD SPONSORS

Exxon Mobil, MAR PAC Inc., SORENSEN MEDIA GROUP, StayWell, Bank of Guam

SILVER SPONSORS

Bank Pacific, Matson, BRIDGE CAPITAL LLC, Coca-Cola, Marianas Variety

BRONZE SPONSORS

ADA'S TRUST, Bank of Hawaii, AB Risk Solutions, docomo pacific, IDEAL SIGNS, CHONG'S CORPORATION

GENERAL SPONSORS

YAO SUI CORPORATION, AA ENTERPRISES INC., WUSHIN

Registration forms available at McDonald's Main Office and Laolao Bay Golf and Resort. For questions or inquiries please contact Marcia E. Ayuyu or Ana Olaes at admin@jcamcd.com or at telephone no. (670)235-8761

Marpac: Helping other companies achieve their social responsibilities

By BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT

Now on its 48th year, Marianas Pacific Distributors Inc.—more popularly known as Marpac—not only believes in implementing their own projects and programs that help the community, they also help and assist other partners or businesses in the community to achieve theirs.

That, according to resident manager Guy Pudney, is the secret behind Marpac's success—al derived from respect, cooperation, and bringing everyone together.

"Marpac gives importance to our social responsibility to the community and, equally so, in helping other companies or businesses lead the way in demonstrating their own. For us, it's not just about being a good partner but the winner in the end is the community," he said.

He said that Marpac has a Corporate Social Responsibility team that is composed of volunteers—from staff to managers. He himself is part of that team.

"We always meet and on our agenda are discussions on how to be innovate and



think of different ways to help the community. ...This definitely motivates our employees to do more and, when a project is accomplished, it makes everyone

proud," he added.

Pudney said the COVID-19 pandemic limited Marpac's efforts to conduct outreach programs due to health and safety concerns

but they still managed to continue with some while still observing proper health protocols.

"...We have been active though in beach cleanups—

not as a full company but I know each one of us in the company and our families in their own time have done things to help out," he said. "We did adopt an intersection

at Quartermaster Road in cooperation with RB Camacho. Just this week, I reached out to see if we can adopt a bus shelter or bus stop."

Pudney said that for all the community outreach or program they have done and keep doing, they do all that without any expectations of rewards or thanks. "We do it for the community and the gratitude we feel when we give back to the community is through the roof. ...We feel it's the right thing to do and, if we get any praise, we take that back with us to empower and inspire us to the next step. We are pretty much focused on giving back to the community than asking for any praises."

Marpac has many more things in the pipeline and being planned. "Part of those plans is to continue helping other companies accomplish their own CSR projects by donating water beverages for their employees. Marpac will always do our part to help the community and hope other partners in the community will step in as well because if work collectively, we can accomplish the goal of a better CNMI," Pudney added.

SHIRLEY'S COFFEE SHOP

More than just coffee, it's about giving back to the community

By BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT

For a hearty and soulful meal with family and friends, Shirley's Coffee Shop is always top of the mind. That's a given. But they do not only nourish hungry tummies or quench thirst; behind the scenes they also do worthwhile projects and practice good community stewardship.

According to operations manager Noelle Reyes, corporate social responsibility is a part of their company's core values and culture and everyone in the company gets involved. "We're not just in the business to make money but also to give back to the community. ...Shirley's tries to open an equal chance of volunteering opportunities to its employees whenever possible. No matter what CSR activities or causes the company engages with, we try our best to involve as many employees as we can," she said.

"All of us are inspired to do outreach in the community and we know that the existence of our business depends largely on the...com-



munity," she added.

During the pandemic, Shirley's Coffee Shop was on its toes. Reyes said that they continued to do business but with the health and safety of their customers as the No. 1 priority. That included providing masks bearing their company logo to all employees and customers.

"While majority of the restaurants on island had to close due to the COVID scare, Shirley's remained operating to [provide bento] orders for our front-liners. ... We continued our partner-

ship with the CNMI BIBA Program, offering healthier menu items to our customers—menu items that have been approved by our local dietitians," she said.

Shirley's Coffee Shop recently partnered with the Governor's Council of Economic Advisers' Public and

Private Partnership program, along with Shirley's Football Club, to adopt four medians in Garapan. These are the medians across Shirley's/Century Hotel, D'Torres to Tun Kiku's Building, Commonwealth Healthcare Corp., and the American Memorial Park tennis court.

Reyes said that Shirley's Coffee Shop has sustained its partnership with the Marianas Visitors Authority by registering both Shirley's locations with MVA's Safe Travels Program. This assures its customers that both Shirley's Coffee Shop locations in the CNMI subscribe to the CNMI government's health

protocols. "As of this October 2021, all employees of Shirley's Coffee Shop have been fully vaccinated," she said.

Shirley's also provides free lawn care to Mount Carmel School, which is adjacent to its Susupe location. Reyes said that Corporate Social Responsibility is so ingrained in Shirley's operations that their aim is to always help. That includes donating meals to feed the CNMI's front-liners—teachers, nurses, veterans, police officers and fire fighters.

"Every year, we strive to complete one to two beach cleanups but for this year, we have committed to adopt

and maintain the upkeep of four medians in Garapan via our recent partnership with GCEA's PPP program. We've committed to maintain these four medians, check them every quarter and re-vamp the areas as needed in the next five years."

In a nod to the ecological spirit of the times, Shirley's Coffee Shop is also going green and that includes removal of plastic straws and offering paper straws instead, and using biodegradable package bags instead of plastic bags and containers for take-out.

"We also adhere to paperless ordering and our continuous subscription to a point-of-sale system that enables our dining team to utilize mini-POS tablets," she said.

Shirley's Coffee Shop has also partnered with the CNMI BIBA Healthy Program since 2016 in order to serve healthier meals. That includes offering low-calories meal options, removing condiments from the table that could boost sodium intake, and offering dishes that can be modified to have less or no salt.



BUDWEISER CAN DO THIS



Shirley's COFFEE SHOP
Home of the Best Fried Rice

PARTNERING WITH **BIBA**
Celebrate your health!

Healthy Restaurant Program
to provide healthier meal options to the island.

\$10 CERTIFICATE
\$25 CERTIFICATE
\$20 GIFT CERTIFICATE

Grilled Chicken Sandwich
Grilled Mahi Sandwich
Shrimp Kelaguen
Spanish Egg White Omelet

Green Smoothie
Cucumber, Lettuce, Spinach, Flaxseed

Orange Booster
Carrots, Orange, Ginger, Flaxseed

SUSUPE
Tel. no: (670) 233-4519/20
Garapan Floor, HSD Building
Open 8AM-10PM Daily

GARAPAN
Tel. no: (670) 233-4519/20
Garapan Floor, Century Hotel
Open 24 hours

Authorized Signatory

Tel. No.: 670.233.4519/20 (Garapan) | 670.235.5379/80 (Susupe) | shirleyscoffeeshopfanpage | @shirleys_saipan | shirleyscoffeeshop



By BEA CABRERA
beacabrerasaipan@gmail.com
CORRESPONDENT

TANHOLDINGS

Guided by the 'I Serve, I Give Back' philosophy'

TanHoldings Corp. is known not only as the mother company of several other companies in the CNMI that provide employment and help the economy grow but it is also a powerhouse when it comes to its soft skills—well-known for not only donating to many worthy causes but also engaging the community in many ways, whether it's about taking care of the environment through beach cleanups, to promoting health and wellness through fun runs and bike runs and organizing sports activities that benefit the young and old. According to Merlie Tolentino, executive director of Tan Siu Liu Foundation, the charitable arm of TanHoldings, the corporation's management and employees are guided by the "I Serve, I Give Back" philosophy. "They are encouraged and inspired to get involved in activities that benefit the community. We have employees who volunteer for beach cleanups and other beautification drives, coach sports teams, and mentor students on work internship... Cor-

porate Social Responsibility is an integral part of the TanHoldings culture and values system," she said. "We believe that sacrificing one's time and efforts to help others is what true volunteerism is all about. It is the yardstick by which our character and value as individuals or as an organization will ultimately be measured." For 50 years, TanHoldings, through the Tan Siu Liu Foundation and its different strategic business units have consistently supported and advocated for education, environmental stewardship, health and wellness, sports, and mentoring and leadership program. "After the CNMI was struck



by Super Typhoon Soudebor in 2015, TanHoldings, through the TSL Foundation, donated relief goods to affected families. In 2018, the CNMI was hit by another super typhoon (Yutu) and again the TSL Foundation through its donors and partners donated relief goods to the community and its em-

ployees and even provided temporary shelters to affected families. Less than a month after Super Typhoon Yutu flattened the islands, TanHoldings donated \$1 million for the relief efforts from the back-to-back super typhoons," Tolentino said. TanHoldings also provided assistance to Rota and Tin-

ian after both islands were hit by Typhoon Mangkhut and Yutu. In 2020, at the onset of the COVID-19 pandemic, TanHoldings and the TSL Foundation provided face masks and gift bags to front-liners. TanHoldings also allowed the Governor's COVID-19 Task Force to utilize one of the hotels (Kanoa Resort) operated by the company as an alternate care site and quarantine facility for COVID-19 patients and inbound passengers/returning residents, Tolentino added. Tolentino said that there is no limit or season that would deter TanHoldings' ongoing engagement with the community. "Our Corporate Social Responsibility knows

no time. It's a continuous commitment. ...When the COVID-19 pandemic struck and the Governor's Council of Economic Advisers launched an initiative that would help transform destination and village facilities in the CNMI as it prepares to welcome back tourists, TanHoldings was one of the first companies to support the campaign (known as Public Private Partnership). TanHoldings and its SBUs have adopted more than 10 destination sites and village facilities and spearheaded improvement projects for these spots." "Seeing how the community enjoys using the facilities we helped transform for their safety and convenience, the increasing number of children getting involved in sports, students we supported through scholarships finishing school and returning or staying here to work and serve the community, and residents being more aware of the importance of taking care of our islands and doing something to keep the CNMI clean are encouraging us to continue our commitment to make the Marianas a better place to live," she added.





Rely on us.



Stronger & Better Together
 YOU+ docomo pacific