



PRESS RELEASE

Lesley-Anne Leon Guerrero
Senior Vice President,
Chief Experience Officer

PO Box BW
Hagåtña, Guam 96932

TEL (671) 472-5300
FAX (671) 472-5243

bankofguam.com

Member FDIC



@BankofGuam

Bank of Guam was established over 50 years ago, and as The People's Bank, is Guam's first locally owned and chartered bank. Built on the vision of founder Jesus S. Leon Guerrero to be the driving force for prosperity in the communities it serves, the Bank's work continues through its network of over 500 employees spanning 6,000 miles and 16 branches across Guam, the Commonwealth of the Northern Mariana Islands, the Federated States of Micronesia, the Republic of the Marshall Islands, the Republic of Palau, and San Francisco, California.

SEPTEMBER 20, 2024

BANK OF GUAM® ANNOUNCES THE WINNER OF THE 2024 ELEVATE-HER PITCH COMPETITION

Hagåtña, Guam – Bank of Guam, in partnership with the Guam Women's Chamber of Commerce (GWCC) and KUAM Communications, proudly announces the winner of the 2024 Elevate-HER Pitch Program.

Karmen George, the founder of Nemin Boutique, was selected as the grand prize winner among three talented finalists. George will receive a prize package that includes \$5,000 in funding from Bank of Guam, \$5,000 worth of advertising credit for TV, radio, and digital from KUAM Communications, and a 1-year membership in the GWCC.

The announcement took place in front of a live audience of more than 400 attendees at Fanachu Famalão'an 2024: ElevateHER, the GWCC's signature women's summit on September 19, 2024 at the Dusit Thani Guam Resort.

In addition to the grand prize, George was presented with The People's Choice Award, as selected by the live audience at Fanachu Famalão'an. The People's Choice Award winner receives \$1,000 in funding from Bank of Guam, \$1,000 in advertising credit from KUAM Communications, and an annual member to the GWCC.

George is a passionate entrepreneur and dedicated advocate for Micronesian women. Nemin Boutique is inspired by the vision of empowering women through modern interpretations of traditional dress. The name is derived from the word Nemin which means women in Chuukese. George creates bold and beautiful muumuus for a new generation, transforming the classic muumuu into a contemporary statement piece. Her designs celebrate Micronesian heritage while embracing a modern aesthetic, fostering confidence and individuality among Micronesian women. Currently a solo operation, George has ambitious plans which includes outsourcing distribution to streamline operations and increase reach.

The experience has been inspiring, giving me the confidence to take my business to new heights. This isn't just a win for me, but for every women entrepreneur who dreams big and works hard. Thank you to Bank of Guam, KUAM and the Guam Women's Chamber of Commerce for believing in me and helping me bring my vision to life. This is just the beginning for me and my business, and I can't wait to see how we all continue to elevate women entrepreneurs across the island.

-Karmen George, Founder of Nemin Boutique and Elevate-HER Pitch Program Winner

All three finalists presented their business pitches before a distinguished panel of judges including Mika Caldwell, Vice President of Archway, Inc., Jessica Leon Guerrero, President of M80 Systems, and Maria Eugenia Leon Guerrero, Executive Vice President and Chief Operating Officer of Bank of Guam. All finalists were judged on their pitch including clarity, persuasiveness, market opportunity, business model, and significant potential for positive impact in our community.



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We're incredibly proud of these women for showcasing their dedication, creativity, and drive throughout this competition. Their hard work reflects the true spirit of what the Elevate-HER Pitch Program is all about – empowering women to step forward, share their vision, and make an impact. Each finalist has inspired us with their unique story, and we look forward to seeing how they continue to grow and contribute to our community. Congratulations to Karmen and to all our finalists!

-Maria Eugenia Leon Guerrero, Executive Vice President and Chief Operating Officer, Bank of Guam

Bank of Guam launched the inaugural Elevate-HER Pitch Program in late August, aimed to empower female entrepreneurs at any stage of their business journey. More than a dozen of majority women-owned and women-run businesses submitted applications. Through a series of workshops and coaching sessions, the finalists also received guidance on content creation, storytelling, overcoming obstacles, adding value, branding, visual presentation, and pitch practice.



Bank of Guam, in partnership with the Guam Women's Chamber of Commerce (GWCC) and KUAM Communications, announces the winner of the Elevate-HER Pitch Program Competition. Karmen George, the founder of Nemin Boutique was selected as the Grand Prize Winner along with The People's Choice Award at the Fanachu Famalão'an 2024: ElevateHER, the GWCC's signature women's summit on September 19, 2024 at the Dusit Thani Guam Resort. Pictured (back row from left) Samantha Taitano, President, GWCC; Marie Calvo-Monge, Chief Executive Officer, KUAM Communications/Pacific Telestations LLC; Jessica Leon Guerrero, President, M80 Systems, Inc.; Maria Leon Guerrero, Executive Vice President and Chief Operating Officer, Bank of Guam; Mika Caldwell, Vice President, Archway Inc.; and Lesley Leon Guerrero, Senior Vice President, Chief Experience Officer, Bank of Guam; (and seated from left) Abby Crain, Founder, The Blue Latitude and Finalist; Karmen George, Founder, Nemin Boutique and Elevate-HER Pitch Program Winner; and Kayla Mari Del Rosario, Founder of CannaCutlery and Finalist.



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