



Press Release

For Immediate Release

### **Joyce Q. Crisostomo named 2011 Businesswoman of the Year**

May 2, 2011 — TAMUNING, Guam

Joyce Q. Crisostomo, executive director of Cars Plus and president of Payless Car Rental, was named the 2011 First Hawaiian Bank *Guam Business* Businesswoman of the Year at the sixth annual Maga'haga Awards Gala on April 30 at the Hyatt Regency Guam.

Crisostomo was selected from eight nominees in this year's annual award program, which recognizes businesswomen who have made significant contributions to their industries and have demonstrated a strong commitment to their community. She is featured in a commissioned photo study on the cover of *Guam Business* May-June issue, which was released at the gala.

Crisostomo oversees operations, staff, and marketing while promoting Cars Plus core values, including a commitment to teamwork and positive behavior. Cars Plus began as a used car dealership and has grown to a five-star sales, parts, and service operation offering Hyundai, Chrysler, Jeep, Dodge, Ram, GEM electric vehicles, and pre-owned vehicles.

"I grew up in Humatak (Umatac) and speak Chamorro fluently," says Crisostomo, who is proud of her heritage. "I grew up fishing with my Dad, tending to the roosters, and managing our mom and pop store in Umatac as a young girl. I also play a mean billiards game and I'm very competitive in table tennis."

One of her community achievements is being co-chair of the GMH Volunteers Association Charity Ball and raising more than \$100,000 to purchase the bariatric bed, used to administer care to morbidly obese patients. She also co-chaired the Inaugural Ball, raising more than \$90,000 for Kamalen Karidat. She is chairwoman of the Make-A-Wish-Foundation and is an active leader of the Guam Humanities Council.

"I believe I demonstrate the potential women have to succeed in a traditionally male-centered industry through hard work, perseverance, know-how and the continual cultivation of important business and community relationships. It is also my goal to mentor and groom the next generation of female business owners here at Cars Plus and throughout Guam," says Crisostomo.

Her daughters are already active in the automotive business. Crisostomo has three children: Leonora, 28; Jennifer, 26; and Joey Jr., 20. She has been married to Joey Crisostomo for 29 years and counts him her biggest mentor.

Crisostomo joins past recipients of the Businesswoman of the Year award including **Anna Wang Kao**, founder and president of Genghis Khan Furniture Co.; **Lorraine S. Okada**, executive manager of Carlsmith Ball LLP and president and owner of Managing Consulting Services; **Julienne Rose Perez Duenas**, physical therapist, owner and clinical director of Sports, Orthopedic and Active Rehabilitation Inc.; **Christine Won Pat Baletto**, general manager of Market Wholesale Distributors; and **Katherine Calvo Sgro**, executive vice president and chairwoman of the board for Pay-Less Markets Inc.

The other seven 2011 Businesswoman of the Year nominees were **Michelle A. Cepeda**, proposal manager, Black Construction Corporation; **Pamela A. Cruz**, executive vice president, Takagi & Associates Inc.; **Bree McDowell**, vice president and real estate services manager, Advance Management Inc.; **Joanna C. Pai**, president, Chong's Corporation (Saipan) and Universal Air Supply, Inc. (Guam); **Shana G. Pangelinan**, president, International Distributors, Inc.; **Ana Liza C.W. Reed**, owner, LA Painting and Construction Co.; and **Mary C. Torres**, executive manager, A.B. Won Pat International Airport.

Proceeds from the gala will fund scholarships at the University of Guam, Guam Community College and Northern Marianas College.

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