

HAWAII SBDC SUCCESS STORY - EAST HAWAII CENTER



David Reed’s parents began a small commercial printing and book publishing company at Petroglyph Press in 1962. Already the largest map dealer on the Big Island, in 1974, David and his wife, Christine, expanded the business to include stationery, then books and gifts. In 1985, the Reeds opened a new retail store, Basically Books, at a separate location. Through the economic ups and downs, vast changes to the printing industry and the demise of most local bookstores, the Reeds have continued to adapt and operate both businesses. Petroglyph

Press lives on as a book publisher. Basically Books largely specializes in Hawaiian themed merchandise with a wide selection of Hawaiiana literature, music, memorabilia and gifts. Today Basically Books and Petroglyph Press remain an iconic part of the downtown Hilo community.

Petroglyph Press dba Basically Books has had a long relationship with East Hawaii SBDC, having worked through a number of business issues with SBDC advisors over the years. In 1997, when they had the opportunity to move both retail businesses to the present location they sought SBDC assistance to research and write a business plan to obtain financing. Over the years SBDC advisors helped the Reeds to renegotiate the lease and with other financial matters. Most recently they worked with Judi Mellon, SBDC Advisor, on future planning and a retirement strategy from the retail side of the business. The resilience of this family-run business has made it a mainstay in downtown Hilo, a contributor to the Hilo community and provided for their family.

“The SBDC’s services are indispensable for small business owners who must invest themselves totally in keeping their business alive. Having extra help and perspective has allowed us to make more informed decisions and better navigate the waters of a changing economy, industries and society.”

- Christine Reed

