

## Hawai'i Small Business Development Center O'ahu Center Newsletter

### Join the Chamber of Commerce of Hawai'i Young Professionals



Established by the Chamber of Commerce Hawai'i (Chamber) in 2011, the Young Professionals (YP) Program fosters an environment for young business professionals in the state of Hawai'i to elevate their professional development skills while enhancing their personal network. Local organizations, business communities and professionals from a wide range of industries depend on the YP Program to prepare the next generation of business leaders. Since its inception, the program has served over 555 young professionals and organizations with opportunities to network side-by-side with C-suite executives, engage socially with like-minded peers, experience exclusive behind the scene field trips to local organizations and learn from leading industry experts. The YP Program shapes all levels of young business professionals to become the driving force of influencers in Hawai'i.

"How can I make positive impacts in my organization and community?"

"Where can I find more professionals like myself?"

"What types of organizations are out there to help me become a leader?"

The program continues to serve over 270 members annually by providing high-level

### Dear Andra,

Welcome to the 2018 Fourth Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this edition, read how the Chamber of Commerce of Hawai'i Young Professionals organization offers an environment for young business professionals to elevate their development and relationships; meet our new Senior Business Advisor; and learn how our startup client Island Time Market is now serving the Micronesian community.



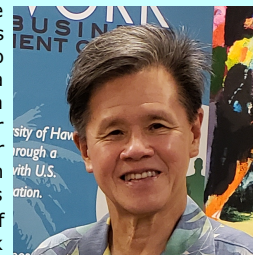
See the Calendar section for upcoming business events.

I hope you enjoy this issue, and welcome your comments or questions. [Like us on Facebook](#), recommend us on [Yelp!](#), see our [new YouTube channel](#), and connect with us on [LinkedIn](#).

**Joseph Burns**  
 O'ahu Center Director

### Veteran Business Banker Dennis Wong Joins the O'ahu SBDC as Senior Business Advisor

We are pleased to announce the hiring of veteran business banker Dennis Wong, who has joined our Manoa Innovation Center office as a Senior Business Advisor. Over the course of his 41-year banking career, mostly with Hawai'i National Bank, Dennis worked in many areas of banking and senior bank management, including branch and regional management, training, and loan underwriting.



His deep knowledge, experience and commitment to businesses in diverse industries including manufacturing, wholesale, distribution, retail, service, hospitality, and contracting will be of great benefit to our clients.

Dennis has served as a volunteer, board member and advisor to many businesses, non profits, and charitable/community organizations.

Welcome aboard, Dennis!

### Success Story: Island Time Market

KV Howard visited the SBDC in need of immediate assistance for her proposed mini-mart, ISLAND TIME MARKET, in Pearl City. The business model was to provide a place for the Micronesian community to purchase hot and frozen food, clothing, accessories, and other items from Micronesia. It also sells neighboring Pacific Island nation products.

connections primarily through the support of Chamber members and executives. The YP Steering Committee is comprised of dedicated volunteer members whose efforts are to provide purposeful and rewarding opportunities. Members have access to Professional Development Classes, Exec Connect Lunches, Mentor Hawai'i Program, Field Trips and quarterly signature social networking events. The YP Program has been proud to cultivate numerous members that have been highly recognized by organizations such as Hawai'i Business magazine's "Twenty for the next 20: Hawaii's People to Watch" and Pacific Business News' "Forty Under 40."

With over 30 events throughout each year, its comprehensive professional development program thrives off of engagement from its members and supporters. Regardless of job title, industry, career path, and current skills sets, the YP Program is dedicated to connecting, developing and enriching its members to become future business leaders.

Events each month include but are limited to, Professional Development Classes where invaluable tools and insights are provided by leading experts on a wide range of topics, Exec Connect lunches that provide an interpersonal lunch with a Chamber executive, social networking opportunities and Field Trips that give behind the scenes access to exclusive Hawaii organizations. In addition, a six month one-on-one Mentor Hawai'i Program and a multiple of signature events such as Progressive Dinner, End of the Year Holiday Party and Annual Anniversary & Awards Party.

YP members have access to the YP Program's full calendar of events and also receive discounted fees for Chamber events and opportunities to engage with Chamber members.

For further information, please contact Tricia Fetui, YP Executive Director, at (808) 380-2611 and email at [tfetui@cochawaii.org](mailto:tfetui@cochawaii.org).

Website: [www.cochawaii.org/ypprogram/](http://www.cochawaii.org/ypprogram/)

Facebook: <https://www.facebook.com/cochawaiiyp/>

Instagram: [cochawaiiyp](https://www.instagram.com/cochawaiiyp)

Twitter: <https://twitter.com/cochawaiiyp>

LinkedIn: <https://www.linkedin.com/company/chamber-of-commerce-hi-young-professionals/>

After conducting market research through SBDC's research librarian, we found only one other competitor in urban Honolulu. Research indicated a large Micronesian population in Leeward Oahu, who would immediately be served with this location.



KV signed a lease in 2017, however she was not able to open due to the unfinished buildout and lack of funding for fixtures and inventory. SBDC worked on a business plan and financial projections, she however her business loan was not approved. KV tried other loan products and institutions with no success. Finally it was her family who assisted with financing, and she eventually opened the shop in 2018.

Creating a business plan and a sound business model has proven to be very valuable, and the support from the O'ahu SBDC kept things going when things looked bleak. Due to her persistent hard work, KV's dream to open a family owned store has come true!

## Step Up to HiSTEP 2019



The Hawai'i State Trade Expansion Program (HiSTEP 2019) has three integrated components:

**HiSTEP-ERP - Export Readiness Program:** A series of training programs and one-on-one consulting that prepare Hawai'i companies to begin or expand their export market development. It covers subjects ranging from scaling up operations to logistics, as well as country-specific topics. HiSTEP-ERP also includes one-on-one business and export advising provided by our partner organizations.

**HiSTEP-HP - Hawai'i Pavilions:** DBEDT organizes groups of Hawai'i companies to participate in major trade shows, subsidizing booth space in a Hawai'i Pavilion to introduce potential buyers and distributors.

**HiSTEP-CA - Company Assistance:** Direct financial assistance for export market development costs. Application proposals may request a minimum of \$3,000 and a maximum of \$7,500. The program RFP is posted on the [State Procurement Office website](#).

After registering for the program, participants receive an initial consultation from HiSTEP partner, the [Small Business Development Center \(SBDC\)](#), to assess their business and export plans. As needed, other HiSTEP partners will provide additional business and export mentoring.

HiSTEP 2019 Partners are:

- \*U.S. Small Business Administration (SBA) Hawai'i District Office
- \*Hawai'i Small Business Development Center (SBDC)
- \*Hawai'i Pacific Export Council (HPEC)
- \*Patsy Mink Center for Business and Leadership (MCBL)
- \*HTDC/INNOVATE Hawaii
- \*Foreign-Trade Zone (FTZ) No. 9
- \*U.S. Department of Commerce Export Assistance Center
- \*Hawai'i Department of Agriculture (HDOA)

## Shop Small in Your Neighborhood on Small Business Saturday 11/24

It's 2010, and small businesses are hurting from an economy in recession. In an effort to support local shops that make our communities strong, American Express launches Small Business Saturday® on the Saturday after Thanksgiving in order to encourage people to Shop Small and bring more holiday shopping to small businesses.

## Contact Us

[About Us](#)

[Business Events Calendar](#)

[andra.carroll@hisbdc.org](mailto:andra.carroll@hisbdc.org)

(808) 945-1430

## Advisors to Hawaii's Business

*"Drive the Economic Sustainability of Hawai'i by Assisting Businesses to Form, Grow and Thrive"*



In 2017, an estimated 108 million consumers reported shopping or dining at local independently-owned businesses on Small Business Saturday - generating roughly \$12 billion in reported spend. 90% of consumers surveyed said Small Business Saturday has had a positive impact on their

community.

Shop Small emphasizes the importance of family, friends and neighbors who are small business owners. These hardworking individuals give our island home a sense of community, and contribute to our local economy in many ways. Adopted by many communities and governments, the SHOP SMALL campaign is a national, year-round celebration of small business owners everywhere.

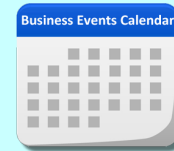
**November 24, 2018** is Small Business Saturday: To locate participating businesses, click [here](#) and [here](#).

### Calendar - Sign Up Now

[12/02/18: Shop Small Make It! Hawai'i](#)

[12/04/18: HiSTEP 2019 Export University 101 Class](#)

[12/06/18: FocusON: Year End Tax Saving Ideas](#)



### In the Media

[How to Hire Your First Employee \(& When\)](#)

[5 Ways Small Businesses Can Benefit from the A.I. Revolution Right now](#)

[6 Business Financing Mistakes You Can't Afford to Make](#)



Quote of the Quarter

"High achievement always takes place in the framework of high expectation."

-Charles F. Kettering



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U.S. Small Business  
Administration



Hawaii SBDC Network, Manoa Innovation Center, 2800 Woodlawn Drive,  
Suite 299, Honolulu, HI 96822

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