

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

Creative Lab Hawai'i Launches 2020 Program



State of Hawai'i
Creative Lab Hawai'i

The State of Hawaii's Creative Industries Division (CID), a division of the Department of Business, Economic Development and Tourism (DBEDT), is preparing for the launch of their 2020 Creative Lab Hawai'i program to be held later this year. This workforce development program is geared toward creative entrepreneurs who are ready to take their careers to a higher echelon in the media and entertainment industries. With immersive and ideation courses held throughout the year, Creative Lab Hawai'i's goal is to not only refine their concepts and skills needed to create a successful film (and other forms of media), but to sharpen their fellows' business acumen in order to succeed in these extremely competitive industries. Creating a great film is only one part of the business. Being able to sell, or "pitch," the film to investors is the other critical piece.

"Hawai'i is filled with such great, local talent, and we structure our program to enable them with both business and creative resources that will enable them to compete in a growing, global media marketplace" said Stuart Zwagil, the acting branch chief of CID's Arts and Culture Development Branch (ACDB) which facilitates the Creative Lab Hawai'i program in CID/DBEDT.

Given the expanding footprint that the state has in the film industry, the Creative Lab Hawai'i program has a viable and realistic mission in developing its creative fellows, and the state's financial health can share in its success.

Dear Andra,

Welcome to the 2020 First Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this issue, learn how you can participate in the Creative Lab Hawai'i 2020 program; how to effectively resolve conflicts, how client startup company KOMO Studio has made a successful launch, and more.



Remember to sign up for upcoming business events in the Calendar section. I hope you find this issue valuable and welcome your comments or questions.



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Joseph Burns

Hawai'i Small Business Development Center
Director, O'ahu

Mediation Center of the Pacific Resolves Conflicts



The Mediation Center of the Pacific (MCP) is a local 501(c)(3) non-profit corporation dedicated to providing O'ahu's communities and businesses with convenient, creative processes for addressing conflicts.

Conflict is a fact of life that can be costly for any business. When conflicts are not addressed promptly, the situation escalates resulting in legal costs, wasted time, loss of customers and a damaged reputation.

MCP offers online mediation to resolve consumer-merchant disputes quickly, before they need to go to small claims court, saving both sides time, energy, and money. Online mediation is used successfully across the country for small and medium business disputes. Cases that previously lasted weeks or months are now managed in days.

With online mediation, when conflicts arise with customers or vendors, a trained mediator will guide both parties through the process of negotiating the dispute to reach a customized, mutually agreeable solution. You are able to participate from your smart phone, laptop, or other mobile device anywhere, at any time, if you have access to the internet.

When addressed quickly and creatively, the cost of conflict is nominal. To find out more about online mediation, contact Katie Ranney at katie@mediatehawaii.org or call (808) 521-6767.

Success Story: KOMO Studio

Hawaii's creative economy accounts for \$3 billion annually of Hawaii's gross domestic product and represents a creative workforce of 54,000 according to Hawaii's Emerging Industries Report. Coupled with the strong trend in Hawaii's film industry annually reaching an average of \$400 million production spend over each of the last three years, these indicators bode well for the film and creative sectors contributions to the state's economic diversity.

Since its inception in 2012, Creative Lab Hawai'i has held year-round mentoring, weeklong immersive programs and weekend ideation sessions in such areas as fashion, film production, screenwriting, web series production, as well as a music immersive held in conjunction with the Hawai'i Songwriting Festival on the Big Island. This year's program is looking to broaden its reach with added focuses in other areas of media, including playwrighting, virtual reality and augmented reality, indigenous storytelling, as well as an ideation weekend for actors.

Most of the Creative Lab Hawai'i programs are designed to be built in succession of one another, depending on the individual fellow. For example, a person who is new to, or interested in, film, media or music production would most likely begin their journey by attending a public panel hosted by Creative Industries, followed by a weekend ideation session. Depending on progress made, this individual (or team) may then feel that they are ready for the year-long program that begins with a week-long immersive course.

Week-long immersive courses would be the next progressive stage, and the curriculum is intentionally designed to be intense and challenging, and space is limited. During this week, each fellow is paired with an established industry executive who shares the Creative Industry Division's vision in fostering and flourishing industry talent. The knowledge gained during this week and the mentorship over the year that follows enables the fellows to prepare for what is expected when pitching concepts to industry investors and high-level industry decision makers.

In order to participate in the year-long immersive programs, one must

Joy Bitonio, owner and founder of KOMO Studio in Kailua, O'ahu, had a vision of opening a boutique fitness studio which specializes in the Lagree fitness method, a high-intensity, low-impact workout that utilizes a "Megaformer".

KOMO

In early 2019, Joy came to the O'ahu Small Business Development Center (SBDC) to seek guidance in making her vision into a reality. While originally planning on opening a completely new studio, she was offered an opportunity to take over and buy the only other existing Lagree studio in Hawai'i. After consulting with the SBDC, she decided to take over and rebrand the studio.

Over the next months with the assistance of the SBDC, Joy was able to accomplish these critical things: business plan and financial projection creation, new business registration, secured financing, ownership transferred, and successful transition over to her new brand. KOMO studio just had their grand opening and are doing very well.



Hawai'i SBDC: Cybersecurity First Steps

Is Your Business Secure from Cyber Attacks?

Small businesses throughout the US and its territories are under cyber and data-breach attacks by nation-states, as well as organized and disorganized criminals, who are stealing intellectual capital, personal and business information, and creating havoc in business environments. No one is immune, and the estimate is that 60% of small businesses that are hacked never recover.

The ASBDC and the Hawai'i SBDC are making available to the business community the Cybersecurity First Steps program:

- * Online questionnaire with 30 minutes completion time
- * Secure cloud environment
- * Standards-based protection from cyber threats
- * Actionable report
- * Referral to additional resources

Cybersecurity First Steps is free and is available here:

<https://asbdc.auditmachine.com/portal/>



Food Labeling and Food Safety Plans Workshop for Food Businesses

There are food entrepreneurs in Hawai'i offering a variety of products who may not be aware of the many regulations that are required in food labeling. The Food Safety and Modernization Act (FSMA) requires most food manufacturers to comply with new nutrition labeling and food safety plans. And there are also existing food regulations which businesses need to be aware of. The State Department of Health is requiring all food manufacturers to have at a minimum, a Hazard Analysis Critical Control Point (HACCP) plan.

This class will provide practical guidance and information on:

- * Label Content Requirements
- * How to Prepare a Food Safety Plan
- * Basic Food Safety Plan Elements

apply and be accepted into the course.

To learn more of the Creative Lab Hawai'i program, the courses offered and the application process, their website is located at <http://creativelab.hawaii.gov> or contact 808-586-2590.

WHEN: Thursday, February 13, 2020 9:00 AM-12:30 PM
WHERE: Foreign Trade Zone No. 9, Honolulu

Here is the link for more information:

<https://clients.hisbdc.org/workshop.aspx?ekey=4400003>

Contact Us

[About Us](#)

[Business Events Calendar](#)

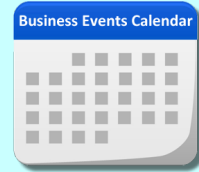
info@hisbdc.org

(808) 945-1430

Advisors to Hawaii's Business

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

Calendar - Sign Up Now



[02/11/20: HTDC: IP and Funding Opportunities with Lenders](#)

[02/13/20: All is Fair in Love and War: Navigating Business Partnerships](#)

[04/09/20: HISTEP 2020: International Marketing for Exporting](#)

In the Media



[Citi Launches \\$150 Million Impact Investing Fund](#)

[IRS Launches Gig Economy Tax Center](#)

[Eight Ways to Step Up Your Marketing Game](#)

Quote of the Quarter

"New beginnings are often disguised as painful endings."

-Anonymous



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