

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

### HTDC Entrepreneurs Sandbox Opening in April 2019



The [Hawai'i Technology Development Corporation \(HTDC\)](#) is nearing completion of the [Entrepreneurs Sandbox](#) in Kaka'ako at the corner of Keawe and Ilalo streets next to the University of Hawai'i John A. Burns School of Medicine.

The purpose of the Sandbox is to provide new generations of entrepreneurs the tools, programs, and environment to start and grow their businesses, which will help diversify our state's economy.

The 13,500 square foot facility will be a gathering place for anyone connected to, or interested in technology and the creative arts. The striking facility features an open collaboration area with a giant projection screen, co-working and maker spaces, a digital media studio, a creative lab, small offices, a break room, and conference rooms.

The Sandbox has an open, industrial design with concrete floors and exposed ducts, reflecting the minimalistic values of a startup business. The shared amenities, affordable offices and flexible leases provide an ideal environment for

**Dear Andra,**

Welcome to the 2019 First Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this edition, read about the exciting possibilities for the new Entrepreneurs Sandbox, learn how our startup client Thu Yen Mac of West O'ahu Acupuncture started her business and is now serving all of West Oahu. Check out SBDC Day as well as what's happening with DoD and cybersecurity oversight.



Sign up for upcoming business events in the Calendar section.

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

**Joseph Burns**  
 Hawai'i Small Business Development Center  
 Director, O'ahu



### Governor Ige Proclaims SBDC Day on March 20, 2019

Governor David Ige issued an official proclamation declaring March 20, 2019 as SBDC Day. SBDC Day is a national, collective proclamation of the success and impact America's Small Business Development Centers (SBDCs) have across the nation in economic development and the small businesses community. The third America's SBDC Day will take place on Wednesday, March 20, 2019.



Governor David Ige Proclaims March 20, 2019 SBDC Day. Pictured l-r are Joseph Burns and Cathy Wiltse, Hawai'i SBDC, Governor Ige, and Jane Sawyer, US SBA.

SBDC Day unites the nearly 1,000 SBDC centers across the country and the hundreds of thousands of clients they serve by sharing, in real time, the success stories and notable impacts SBDCs collectively have on the small business community at large. This special day will be celebrated with social media campaigns, public relations initiatives, [online and in-person events and more.](#)

[#SBDCDay](#)

### Success Story: West Oahu Acupuncture and Integrative Medicine

Thu Yen Mac's [West Oahu Acupuncture and Integrative Medicine](#) recently opened at the Laulani Village Shopping Center offering comprehensive and alternative medical care to the residents in the Ewa Beach, Kapolei, Makakilo and Ko'Olina community. She focuses on individualized care incorporating acupuncture, gua sha, botanical medicine, cupping, tui na, moxibustion, electro-acupuncture, herbal foot soaks, aromatherapy, and Tong Ren Therapy.

startup businesses to grow and flourish.

The Sandbox is equipped with ultra high-speed internet connectivity, and will address the startup community's fundamental needs: a dynamic environment where new businesses will interact and cross-pollinate; encouragement, support and training for growth and diversification; guidance and inspiration for technology entrepreneurs in their business development efforts; a business-friendly climate. Success will include the increased availability of high-wage jobs on O'ahu.

The Sandbox is a public-private partnership, three years in the making. It was developed and constructed through a unique partnership between [HTDC](#), the [Hawai'i Community Development Authority \(HCDA\)](#), the [U.S. Economic Development Administration \(EDA\)](#), and [Stanford Carr Development, LLC](#).

The Sandbox will open in April 2019 and comprises the first phase of the [Kaka'ako Innovation Block](#).



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## Contact Us

[About Us](#)

[Business Events Calendar](#)

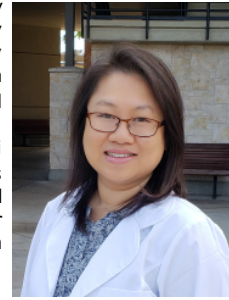
[info@hisbdc.org](mailto:info@hisbdc.org)

**(808) 945-1430**

## Advisors to Hawaii's Business

*"Drive the Economic  
Sustainability of Hawai'i*

With many credentials, Thu Yen is certified by the Oriental Culture Institute and is the only acupuncturist to incorporate Tong Ren Therapy into her treatments in Hawai'i. She is a Diplomate of Oriental Medicine by the National Certified Commission of Acupuncture and Oriental Medicine and a member of the Hawai'i Acupuncture Association. Earning her Masters degree through 3,000 hours of academic and clinical training, she has also completed over 925 hours in patient care clinic rotations in hospitals and medical centers.



Senior Business Advisor Dennis Wong guided Thu Yen through the sometimes daunting processes for establishing her business in Hawai'i after she relocated from the mainland.

*"Hawai'i SBDC has been extremely helpful in my start-up to navigate anything and everything that is needed to open a business in Hawai'i. Your guidance and advice have played a major role in the success of the opening of my practice, ranging from input in finding a space to providing research support and referring me to legal and insurance representatives for assistance."*

-Thu Yen Mac

## Procurement: DoD Addresses Cybersecurity Oversight

On January 21, 2019 the Undersecretary of Defense for Acquisition and Sustainment issued a memo instructing the Defense Contract Management Agency (DCMA) to begin "Addressing Cybersecurity Oversight as Part of a Contractor's Purchasing System Review". Specifically, the DCMA has been instructed to begin validating contractor compliance with DFARS 252.204-7012; and in particular they will be checking to make sure that DoD requirements and Controlled Unclassified Information (CUI) marking/distribution statements are being properly flowed down to Tier 1 suppliers, as well as reviewing contractor procedures for assessing the compliance of their Tier 1 suppliers.



In addition to this new DCMA emphasis on contractor compliance and supply chain cybersecurity risk management, other government groups and agencies have begun auditing prime contractors, using the NIST 800-171A assessment guide as the standard for compliance audits.

## America's SBDC 2019 Legislative Meeting Held in Washington D.C.



U.S. Senator Mazie Hirono and Cathy Wiltse, State Director, Hawai'i SBDC

Directors, among others.

Cathy Wiltse, Hawai'i SBDC State Director, later met with the Hawai'i congressional delegation, including U.S. Senator Mazie Hirono, Mika Morse, Deputy Legislative Director for U.S. Senator Brian Schatz, U.S. Representative Tulsi Gabbard and U.S. Representative Ed Case.

All were very interested to hear about the challenges and successes of small businesses in their home districts, and offered their support for pending small business legislation. Discussions included topics such as disaster response, program funding, and access to capital.



U.S. Representative Tulsi Gabbard and Cathy Wiltse, State Director, Hawai'i SBDC

Attendees later met on Capitol Hill for the fifth annual Client Showcase and Reception on Tuesday, February 12, 2019. U.S. Representative Steve Chabot of Ohio, Ranking Member of the Committee on Small Business, addressed the reception guests. Several

by Assisting Businesses to Form, Grow and Thrive"

of his colleagues also visited the reception, in which [America's SBDC Network](#) showcased 11 SBDC clients from across the country.

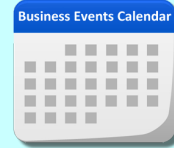


## Calendar - Sign Up Now

[03/14/19: HiSTEP 2019: E-Commerce Solutions for Hawaii Companies](#)

[03/27/19: SBA Resource Day at First Hawaiian Bank, Pearl City](#)

[03/30/19: SBA Resource Day at Central Pacific Bank, Ewa Beach](#)



## In the Media

[The Top 3 Small Business Trends on the Rise in 2019](#)

[SBDC Day is March 20, 2019](#)

[Pacific Business News: How to do Succession Planning Right](#)



Quote of the Quarter

"The Enemy of Accountability is Ambiguity"

-Patrick Lencioni



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