

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

### CyberHawaii Protects From COVID-19 and Other Scams



Cyber risks impact nearly all aspects of our lives. And, with millions of employees transitioning to remote work environments amidst the COVID-19 pandemic, the need for cybersecurity awareness is even greater.

CyberHawaii is a nonprofit organization that takes a whole-community approach to building a cyber resilient Hawai'i. Since 2016, CyberHawaii has supported educational and workforce opportunities, hosted webinars, and encouraged cyber hygiene best practices.

Cyber criminals are using the COVID-19 pandemic to take advantage of unsuspecting people including remote workers. In partnership with the Cyber Readiness Institute, CyberHawaii has made available a poster outlining the "Top Three Dos and Don'ts for Remote Workers."

Do:

- \*Use separate passwords/passphrases for work and personal use - ideally at least 16 characters

- \* Update all software on all devices regularly - ideally on a weekly basis

- \* Use multi-factor authentication (whenever possible)

Don't:

- \* Click on links or attachments in emails from senders you can't

### Greetings!

Welcome to the 2020 Second Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this issue, learn how local businesses are repositioning with new and creative business models responsive to the deeply changed economic environment caused by the COVID-19 pandemic.



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

### "Bring Aloha Home" Program Available for Local Businesses



"Bring Aloha Home" is a new digital coupon program created and supported by Made in Hawai'i TV that allows local businesses to share their information and offerings directly to the Made in Hawai'i TV media network audience. This audience consists of both residents and visitors to Hawai'i.

Made in Hawai'i TV will create a "Bring Aloha Home" profile for participating businesses using up to 5 images (company logo, exterior of the location, products, etc.) their special offer coupon, description and effective dates of the offer, business hours, phone number and business type (takeout, delivery or curbside pickup for now).

Upon launch of the program, Made in Hawai'i TV will showcase the participating businesses profile, featuring the images, coupon offer, and other information provided, through these media channels:

Made in Hawai'i TV Website

Made in Hawai'i TV Instagram

Made in Hawai'i TV Local Channel NGN1 Network (CH 677, 1677)

The initial focus is to drive local support for local businesses.

When restrictions are gradually lifted Made in Hawai'i TV will feature participating businesses through additional media channels, such as in

verify

\* Send financial or personal info by email until you've called to verify the transaction

\* Use USBs, public computers or Wi-Fi (if at all possible)

We encourage you to share this poster with your co-workers, family and friends. To download the poster please [click here](#).

CyberHawaii works with its national partners to provide the latest information and resources as new threats emerge. Among these threats are hackers who exploit the vulnerabilities of Video Conferencing (VTC) and Voice over Internet Protocol (VoIP) platforms. The FBI recently issued a public service announcement regarding the prevalence of these threats. Here are the FBI's tips on how to use these tools safely:

\* Do not make meetings public. Restrict access to remote meetings or conference calls. Include a password, if possible.

\* Do not share a link to a teleconference on an unrestricted publicly available social media post. Provide the link directly to specific people.

\* Do not enable remote desktop access functions like Remote Desktop Protocol (RDP) or Virtual Network Computing (VNC) unless absolutely needed.

\* Ensure users are using the updated version of remote access/meeting applications.

\* Lastly, ensure that your organization's telework policy or guide addresses requirements for physical and information security.

If you were a victim of a VTC hijacking or any cyber-crime, report it to [tips.fbi.gov](https://tips.fbi.gov) or call (808) 566-4300.

While many are aware of the importance of cybersecurity for large corporations and government agencies, small businesses and nonprofits also serve as common targets for cyber criminals. On March 13, 2020, CyberHawaii in partnership with the Hawai'i Small Business Development Center, hosted a Small Business CyberDefense 101 Workshop. During the webinar, IT professionals from

38,500 hotel rooms of 88 hotels across the state, and on Hawaiian Airlines through the inflight TV broadcast. This element of the program will reach the visitor segment. "Bring Aloha Home" participating businesses will also be featured on Yahoo Japan to further promote participating businesses to Hawai'i residents and visitors which will create additional demand for local businesses.

Currently there are more than 115 local businesses who have registered for the "Bring Aloha Home" program.

As one of the premier media production companies in Hawai'i, their goal is to create a program that will help support our local businesses, local communities, and make a difference in the lives of the next generation of children across the state. All of this can be achieved by working together, so they are requesting the participation from local businesses, local communities and individuals to help create a stronger and brighter Hawai'i for visitors and locals to enjoy today, and for the next generation to enjoy tomorrow.

For these reasons, Made in Hawai'i TV is not charging any fees for local businesses to participate in the "Bring Aloha Home" program. It is **free** to register.

Made in Hawai'i TV is a premier local media production company that promotes local communities, businesses, individuals through the Made in Hawai'i TV broadcast network. Their programming can be viewed in over 88 hotel properties, in 38,500 hotel rooms in Hawaii, on Hawaiian Airlines through the In-Flight Entertainment TV Show, Yahoo Japan, and other media platforms.

Interested businesses can get further information, and can register by contacting Made in Hawai'i TV:

Phone number: (808) 369-7465

Email: [info@apohawaii.tv](mailto:info@apohawaii.tv)

Website: <https://www.madeinhawaii.tv/>

## Morning Glass Coffee + Café Shifts Business Model to Take-Out Only

Statement from Morning Glass Coffee + Café:

Since COVID-19, we've changed our business operations to take out/prepaid/online orders only. If customers have trouble ordering through our [online store](#), we offer assistance over the

phone at (808) 673-0065. We are not taking

any in person orders or cash payments at this time in order to minimize exposure and keep our staff and customers safe.

The customer response has been positive and we are fortunate the community has been supportive of our new business model. We've kept our coffee and drink menu the same, but are offering an expanded selection of pastry, select lunch sandwiches, grocery/pantry items and dinner options daily.

All employees wear masks and gloves and we are constantly sanitizing surfaces. Unfortunately, 75% of our staff has been furloughed for the



both the public and private sectors shared insights into the unique cybersecurity challenges that face small businesses and non-profits. Topics covered included: developing a cybersecurity program that fits a company's risk profile, protecting sensitive data, building a cyber incident response plan and more.

As a dues-paying organization, CyberHawaii members have the opportunity to attend high-level briefings, participate in hands-on practical workshops, network with government cyber leaders and senior cyber security corporate officers to garner best practices. For information on how to become a member, please visit:

[CyberHawaii.org](http://CyberHawaii.org) or email us at [cyberhi@cyberhawaii.org](mailto:cyberhi@cyberhawaii.org)

If you are not yet a member, CyberHawaii still wants to help. Visit the CyberHawaii website for information on events, and everything from how to report a cyber incident to practical doable cybersecurity tips. CyberHawaii was established in late 2016 and is an affiliate of CyberUSA.

## 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 by Assisting Businesses to Form, Grow and Thrive"*

time being, but we look forward to bringing our entire team back when conditions improve and it is safe to do so.

When we return to normal business, we plan to integrate our online store into our former business model, continue focus on "grab and go" food items and maintain strict safety and sanitation practices. If we can offer any advice, it would be to stay positive, be flexible and support your staff. We're able to stay open because we are blessed with excellent customers and employees.



## Hokulani Bake Shop Carries On Amid Crisis

Statement from Hokulani Bakeshop

Here at Hokulani Bake Shop, our response to the COVID-19 crisis is in a word, controlled. We have always been a take-out business so the no dine-in didn't affect us. We have already been signed up on the third-party delivery apps such as UberEats, Bitesuqad and Doordash. To be honest, the commission fees they charge I'm sure have deterred other businesses from using their platforms in the past however, as the crisis unfolded, nationwide, these partners proved to be very supportive, adaptive and comforting to have around. From discounted delivery fees, commissions and even daily deposits at no extra cost, they really have answered the call to support small businesses like ours.

Our employee/labor hours have changed a little but not by much. We are fortunate enough to be a small operation and also very grateful to have employees who are still willing to come to work during the crisis. They have amended some labor hours by personal choice, but nothing drastic that would greatly affect the products we offer. Within the last few weeks, as we have gotten use to the temporary normal, we are looking ahead now to the next month or two and through the summer months. This slowdown has given us time to refocus and reflect on the operation as a whole and given us a chance to plan for new products, new services, etc. all the while ensuring we are within our new operating budget. We need to keep positive and push on without getting complacent.

The customer response has been so wonderful and we are so grateful to each and every one of you who have come by or ordered. We may not serve traditional food but feel our cupcakes still serve those who want to celebrate the birthdays, anniversaries or just to say thanks or I'm thinking of you during this time. We feel that's essential to have during this kind of time.

To order online:

<https://www.hokulanibakeshop.com>

For information:

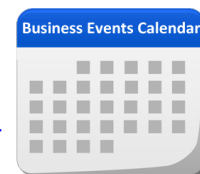
**(808) 536-2253**

[info@hokulanibakeshop.com](mailto:info@hokulanibakeshop.com)

## Calendar - Sign Up Now

[05/07/2020: Innovating Through Crisis: Strategies for Small Businesses to Survive and Thrive \(online\)](#)

[05/11/20: Leading Innovation in Food Waste: Meadow](#)



[Mushrooms \(online\)](#)

[05/13/20: How to Start a Small Business \(online\)](#)

## **In the Media**

[11 Coronavirus Quarantine Small Business Strategies That Can Help Generate Revenue](#)



[Unemployment and PPP: 5 things You Need to Know](#)

[The future is not what it used to be: Thoughts on the shape of the next normal](#)

Quote of the Quarter:

"Tradition is not the worship of ashes, but the preservation of fire."

-Gustav Mahler

