

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

simplicityHR by ALTRES Provides COVID-19 Resources for Hawai'i Businesses



simplicityHR by ALTRES is a leading provider of payroll and HR outsourcing services, supporting Hawai'i businesses for more than 50 years. As a Professional Employer Organization (PEO), they help companies with their back-office tasks. Their clients rely on them to provide expert payroll processing, HR administration and compliance, workers' compensation, and benefits administration. Their role has become even more crucial amid the current global pandemic.

How does HR outsourcing help a business during tough times?

At the start of the pandemic, they created a [COVID-19 Employer Resources website](#) full of communication tools, templates, employment news and daily insights. They continue to update the page daily with new resources to keep up with the ever-changing business environment.

Following are two examples of the free resources you can find on their site:

[Alternative Funding Options and Resources for Hawaii Businesses](#)

[Reopening Hawaii: Considerations for Employers](#)

For their clients, an experienced team of experts have been working tirelessly to provide pandemic support, including:

*Assistance with unemployment claims

Dear Andra,

Welcome to the 2020 Third Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this issue, learn what Lydgate Farms is doing to survive the pandemic, how your business can participate in government contracting, and what the SBA has done to upgrade its certification system.



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

[Click here for Official Federal Resources for Small Businesses Affected by COVID-19](#)

Kaua'i Island's [Lydgate Farms](#) Pivots to Online Marketing Model

Lydgate Farms on the island of Kaua'i in Hawai'i is a grower of high-quality cacao, from which they produce award-winning artisan chocolate products and an array of other small-batch, single origin, value-added agricultural products such as vanilla beans and wild honey among others. Pre-pandemic, Will Lydgate, the founder and CEO and 5th generation Kaua'i farmer, was executing a growth plan, which was created with the ongoing support of the Hawai'i SBDC. The plan included vertical integration, acquisition of additional orchard land, and an export effort, starting with Japan.



But when the state shut down the visitor industry, suddenly the viability of the business was threatened due to the lack of tourists, who previously made up the majority of Lydgate's customers. Starting in March of 2020, there were no visitors participating in the popular farm tour, chocolate tasting activities, and making gift shop purchases. These popular activities were a significant source of pre-pandemic revenue which were immediately cut off, making the continuation of cacao cultivation and production operations difficult at best.

With the assistance of the Hawai'i SBDC, Lydgate developed a strategic outline for navigating through the crisis. He immediately shifted his focus internally, making sure that his staff of five was taken care of through SBA assistance programs such as the Paycheck Protection Program (PPP) and the Economic Injury Disaster Loan (EIDL). The Hawai'i SBDC provided guidance on the application process, and later on how to achieve maximum PPP forgiveness. Expenses were cut significantly.

At the same time, Lydgate revamped his online marketing, which included suggestions from the Hawai'i SBDC on renewing the product mix, refining the associated online marketing campaign, and reorganizing

*Safety training and recommendations

*Creating invaluable features on [HR Symphony®](#), their proprietary human resources information system (HRIS), such as:

-Customized Payroll Protection Plan (PPP) loan reporting

-Customized PPP Loan Forgiveness Reports

-Rehiring module to bring back employees

-Daily COVID-19 self-screening questionnaire for employees

With personalized support and guidance from a dedicated, Hawai'i-based team, clients of simplicityHR by ALTRES can be stronger and more resilient in the face of challenges ahead.

If you have any COVID-19-related workplace questions or want to find out how they can make business simple for you, contact their Human Resources Consultant, Emily Yoshimura at

emily.yoshimura@altres.com

or (808) 591-4978.

Contact Us

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[Business Events Calendar](#)

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(808) 945-1430

Advisors to Hawaii's Business

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



the website. He created a custom shipping box for protecting products from high temperatures.

Adding virtual farm tours and limited offerings have increased site visits and online purchases. Although revenue and net profit was seriously eroded during the period from March through May, the SBA relief funds have allowed operations to continue, although at a reduced scale. June was an inflection point where it appears the situation has stabilized, and if the state opens up to tourists on September 1, 2020 as scheduled, Lydgate Farms looks forward to again welcoming

visitors to participate in their unique, social-distancing and educational farm tours and chocolate tasting activities.

When sales revenue is re-established with some consistency, the focus will include reviving the export component of the growth plan by participating in the HISTEP Grant (Hawai'i SBA SREP Grant) to identify and create export opportunities. HISTEP program elements consist of Export Readiness Assistance, Company Assistance and Hawai'i Pavilions. The Hawai'i SBDC will be ready to assist in this effort, contributing to the long-term viability of the company, preserving and expanding jobs, and supporting the emergent craft chocolate industry in Hawai'i.

<https://lydgatefarms.com/>

(808) 821-1857

SBA Upgrades Certification System

The U.S. Small Business Administration (SBA) is modernizing the certification management experience. You may apply for and manage your Woman Owned Small Business (WOSB), Economically Disadvantaged Woman Owned Small Business certifications in the easy-to-use single system. Find out if your business qualifies.

[Learn more](#)



U.S. Small Business Administration



Hawai'i PTAC Now Accepting Clients

Interested to learn about selling to the government? Would you like to increase your government contracting business? Register with HIPTAC and learn about new opportunities.

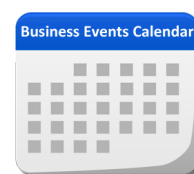
[Learn more](#)

Calendar - Sign Up Now

[08/20/2020: Small Business Regulatory Review Board Meeting](#)

[08/21/2020: AAPI Young Leaders Summit 2020](#)

[08/28/2020: The Impacts of COVID-19 on Small Businesses with Contracts](#)



In the Media

[The Right Way to Handle a Positive COVID-19 Case at Work](#)

[Avoid Distractions and Stay Motivated When Working from Home](#)

[10 Proven Strategies to Increase Employee Productivity](#)



Quote of the Quarter:

"Life is 10 percent what happens to you and 90 percent how you react to it."

-Charles R. Swindoll



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