

About Us

SBDC 101



The Hawai'i Small Business Development Center (SBDC), established in 1990, is a program of the University of Hawai'i, Hilo, funded in part through a cooperative agreement with the US Small Business Administration (SBA). Every state and some US territories have an SBDC program, totaling some 1,000 offices nationwide. For every federal dollar invested, an SBDC client returns \$2.09 in federal revenue, and \$1.62 in state revenue as of 2010.

SBDCs nationwide belong to the Association of Small Business Development Centers (ASBDC), a Washington DC based professional association formed to foster the

effectiveness of SBDCs and the general interests of small businesses in public policy matters. The ASBDC also oversees the accreditation of SBDCs through a rigorous site visitation and assessment every four years. The professional standards we are required to meet incorporate the principles of the Malcolm Baldrige criteria for quality and service. As a resource partner with the SBA, we are also subject to regular site assessments by SBA personnel.

The Hawai'i SBDC's mission is to "Drive the economic wellbeing of Hawai'i by addressing the needs of business". We accomplish this by providing professional business consulting, research and training to CEOs, business owners and entrepreneurs in order to bring about growth, innovation, productivity, and management improvement.

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Letter from the Center Director



Dear Clients and Friends:

Welcome to the inaugural issue of *Kamakani*, the newsletter of the Hawai'i SBDC, O'ahu office. Some of you may know that in the 19th century, before the advent of modern communications, news traveled between the islands borne on our trade winds, in the form of sailing canoes. Thus we chose the name *Kamakani*, which in Hawaiian means the wind, symbolizing our effort to reach out to our clients, stakeholders, partners and friends to let you know about developments with the Hawai'i SBDC, O'ahu office, opportunities for engagement, and the progress we are making towards the realization of our vision.

And please remember to access our [Business Events Calendar](#)—business events are added daily. So check back often to find meetings, training classes and other opportunities that will be of interest to both the seasoned business person and those just starting out.

From our staff, warm regards for a Happy Holiday Season.

Joe Burns
O'ahu Center Director

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We link federal, state and local resources, the educational community, and the private sector, through our offices on all of the major islands.

We work with a range of clients, from those who wish to start or improve Main Street businesses, such as bakeries and auto repair shops, to large agricultural infrastructure projects, such as the new commercial produce irradiator in Kunia, for which we wrote the feasibility study. We also work with emerging technology companies to aid in the commercialization of intellectual property, some of which is associated with the University of Hawai'i.

We have developed effective partnerships with a large number of organizations, including federal agencies such as the US Department of Commerce, the US Department of Agriculture and the Federal Reserve, among others. State partners include the Department of Business, Economic Development and Tourism (DBEDT), High-Tech Development Corporation, and the Procurement Technical Assistance Center (PTAC); City/County partnerships include the Economic Development Departments of the county governments on each island. We also work with private organizations as well, including Chambers of Commerce, professional organizations and financial institutions. Among these are

the two local SBA Community Development Corporations, Hawai'i Economic Development Corporation (HEDCO) CDC and the Hawai'i Community Reinvestment Corporation. We have a good working relationship with Pacific Business News, providing information and expert commentary for news stories, as well as by publishing articles of relevance to the business community.

We serve on boards and committees of organizations such as the Hawai'i Food Manufacturer's Association, the Chamber of Commerce of Hawai'i, the Honolulu Japanese Chamber of Commerce, and the Hawai'i Pacific Export Council, to name a few.

We sponsor and co-sponsor many business events each year, including the Small Business Fair, the Veterans Forum and Small Business Expo and Export U, among others. Our training classes include "How to Start a Business on O'ahu", "How to Manage Your Credit Score", and "Marketing

Research 201", among others. Our events and those from other organizations are posted on our frequently updated Business Events Calendar, which is found on our web site (www.hisbdc.org).

Initiatives under development for 2013 include setting up a new office on the campus at Kapio'lani Community College to work with graduating students who will be starting businesses. Depending on the success of this effort, we plan to establish similar offices in at least 3 additional community colleges on O'ahu. We are also working on a second major agricultural infrastructure project on the Big Island of Hawai'i.

We measure our progress and success against goals set by the SBA, as well as rigorous internal performance standards, and we have recently adopted the Balanced Scorecard methodology for strategy execution, organizational management and communication. ◇◇◇

Quote of the Quarter:

“Regret is insight that comes a day too late”

-Unknown