

Hawai'i SBDC Network O'ahu Center Newsletter

Veterans Small Business Forum Attracts 145 Attendees



The 2013 Hawaii Veterans and Small Business Forum & Expo was held on Thursday, 28 March at the Hale Koa Hotel from. The first ever event of its kind, the Forum educated small business owners, especially veteran small business owners and potential owners, and provide them with networking opportunities. There were eight break-out sessions, a general session with a prime contractor panel, and a keynote speech during lunch by Congresswoman Tulsi Gabbard.

Approximately 145 people attended the event. One attendee remarked, "[The event was] well organized, good speakers and presenters; having a sit down breakfast and lunch was rare and unexpected. It provided time to network with others at the table in a casual yet business-like manner." The planning committee, spearheaded by PTAC Program Manager Lisa Haggerty, was comprised of a

Dear Andra,

Welcome to the 2013 Second Quarter newsletter of the Small Business Development Center, O'ahu office. As you may know, 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 *wind*, symbolizing our effort to reach out to our clients, stakeholders, partners and friends to let you know about developments with the SBDC O'ahu office, opportunities for engagement, and the progress we are making towards the realization of our vision. I hope you enjoy this issue, and please feel free to contact us.

Joe Burns
O'ahu Center Director

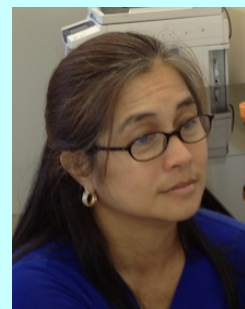
A Day in the Life: Administrative Assistant, SBDC, O'ahu Center

By Andra Carroll

Well, after an atypical morning of getting four school-aged children to four different schools - on time and finding the fastest route to the Manoa Innovation Center, which we all know does not exist, I enter the magical Manoa Valley which means driving carefully through the showers and slowing down for all the students making their way to school.

I reach my destination and if I time this perfectly by waiting a few minutes, the rain will lighten up and I'll be able to dash to the building avoiding the next downpour. I'll climb up the somewhat impressive stairwell entrance to be greeted by a desk, nicely decorated with a few piles of paper that the director just put out earlier in morning for me to address. Now the work day officially starts.

I'll settle into my chair and wait for my computer to turn on. VIP (Virtual Incubation Program) clients pass through the office to get to their workspace as our SBDC staff stop by the desk to say Good Morning. The computer is still thinking about turning on when the phone rings.



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variety of private and non-profit companies and government agencies, including the SBDC O'ahu Center.

Contact Us

[Our Website](#)

[Business Events Calendar](#)

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Consultants to Hawaii's Business

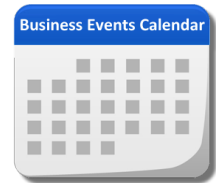
"Enhancing the Economic Well-Being of Hawai'i - One Business at a Time"

Calendar

[5/15/13 - How to Start a Business](#)

[5/16/13 - MoneySmart - Class #1](#)

[5/23/13 - Pathways to Profit: Your Financial Toolbox](#)



In the Media

[Encore Entrepreneurs, Hawaii Business Magazine](#)

[Catch our new video](#)

[Local Businesses Can Play a Big Role in Exporting](#)



Quote of the Quarter:

"The enemy of accountability is ambiguity"

-Patrick Lencioni



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A Day in the Life: Administrative Assistant, SBDC, Oahu Center

It's the state office calling to follow up on yesterday's requests for approval forms. They want to be sure that we have the exact wording in order to get RCUH to accept the forms. After a few minutes of discussion, we come to an agreement.

The computer is now ready: e-mails are in line waiting to be answered. But a consultant comes to ask if their client has confirmed the morning appointment. I double-check the calendar: a message was left as a reminder, but no response. Hopefully, the client noted the appointment in her own calendar. It's time to address the e-mails and then move on to the client requests for free business consulting. This client intake process will take up most of the morning. Reviewing the requests, creating a client log to note dates and activities of each request then passing them on to the Center Director who takes a closer look to determine the kind of assistance the client will need. In turn he'll pass them back, and I will address each one with a phone call or an e-mail.

A morning client walks in asking if they are in the right place for their appointment. I greet them then direct them to go back downstairs and register their car in the Management Office if they haven't done so already. Then I inform the consultant that their appointment has arrived and walk the client into the office.

The phone rings again, this time from another center Administrative Assistant who has to transfer a client who mistakenly signs up for assistance with the incorrect center. We work out the details and get them set with the Oahu Center. Now, I get a transfer call from a consultant, who would like me to help a client register for an upcoming training event. I walk the client through the online process of signing up for a workshop.

"Bing," that familiar ring indicating a new e-mail catches my attention. There is a request to place a calendar event onto our website. I fill out the form and forward to our IT staff. I get a phone call from the Mink Center for Business and Leadership looking for assistance with an agreement form for a speaker at their upcoming event. I forward a couple of forms for them to review and tweak for their center.

A consultant is just finished with their client session and passes me their file. I need to review the client information and agreement forms, scan and upload into our on-line client system then immediately return the file so the consultant can input information on the consulting session before their next client comes in. The consultant returns to ask me if I could assist them with a NAICS code for their client, no problem. I go to my favorite NAICS site: www.naics.com.

The Property Managers come walking through the office and introduces possible new tenants to the VIP offices down the hall. I let them know that our services are available to them. The phone rings with an existing client who would like to make an appointment for tomorrow. I set them up with the next available date.

The day continues with scheduled clients coming and going. The UPS person comes in with a delivery of our free monthly magazines, I sign for them. This reminds me that I need to check the mail boxes downstairs and take any out-going mail to the designated box. There the HTDC staff informs me of the Electronics

Trash Day that is coming to the building. I return to the office and double check on the electronic items that are broken & outdated. They are gathered and labeled for pick up.

I can hear the e-mails continuing to come in as I work on creating a flyer for a new workshop that we will be offering. I'll call Constant Contact with a formatting question and receive excellent servicing. The phone rings and a customer is looking for assistance with applying for their GE taxes; I guide them to the Business Action Center.

I see that the SBA, Small Business Administration, has left a voice message. They want to know if their client has contacted us about having their business plan assessed in order to obtain a business loan. I review our client requests, but do not see their request. I will make a note of the client and be on the lookout for them.

The day is winding down as the consultants wrap up their day. This is a nice time for me to make telephone calls for the next day's client appointments as well as following up on clients whom we haven't seen for a while. Before leaving for the day, I ask myself if what I did today made a positive impact on someone's life. I leave with a smile and look forward to tomorrow.

Here are a few basic resources that are sure to help you get your business started on the right path.

Business Action Center (BAC)

<http://hawaii.gov/dcca/bac/contact>

For more information on business forms

SBA, Small Business Administration

<http://www.sba.gov/about-offices-content/2/3112>

For more information on various loan programs

Patsy Mink Center for Business & Leadership at YWCA of Oahu Laniakea

<http://www.ywcaoahu.org>

For more information specifically for women-owned businesses