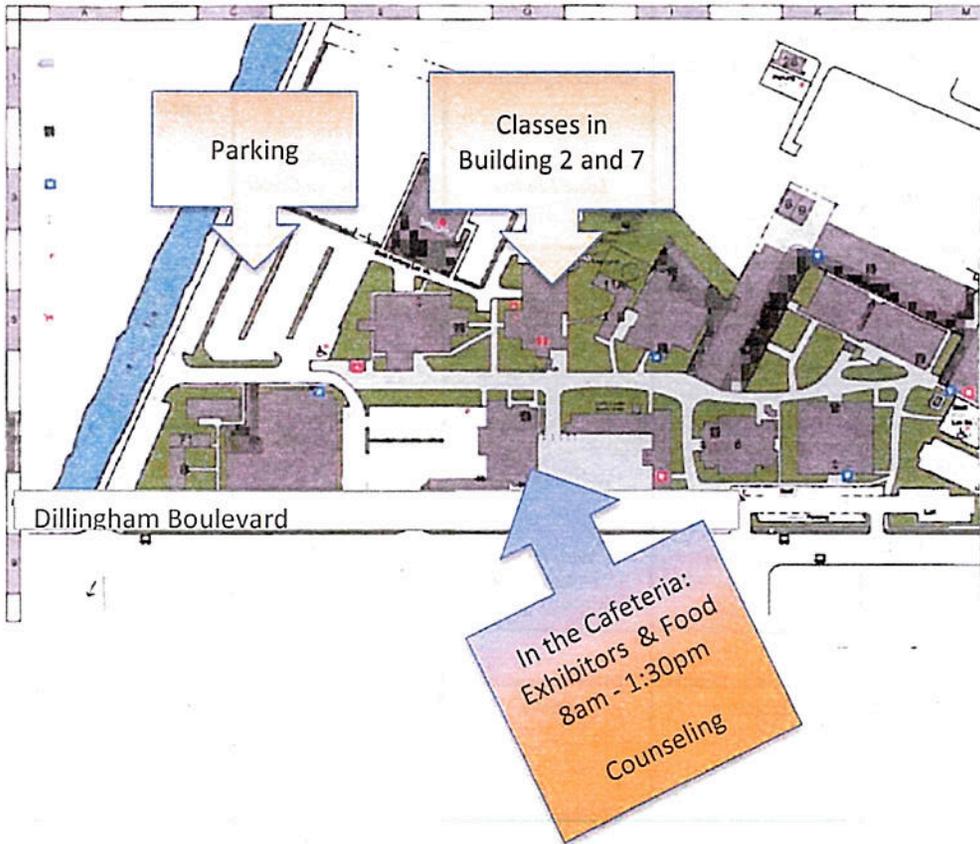




Honolulu Community College



2014 Hawaii Small Business Fair

Saturday, August 23, 2014

Launch Your Dreams into Reality!



Exhibit Area open 8:00am-1:30pm in the Cafeteria. Visit these organizations who offer programs and services for small businesses:

- US Small Business Administration
- Honolulu Community College
- Small Business Development Center (SBDC)
- Internal Revenue Service
- Business Action Center
- Dept. of Economic Development & Tourism (DBEDT)
- Financial Institutions
- SCORE
- Patsy T. Mink Business & Leadership Center
- State Department of Taxation
- State Department of Health
- State Department of Transportation
- Office of Hawaiian Affairs
- Pacific Gateway Center
- US Department of Agriculture
- Hawaii PTAC
- MBDA Business Center
- US Postal Service
- Hawaii Health Connector
- DCCA-Offices of the Securities Commissioner
- Pacific Business News
- Business Law Corps

Prize drawing at 1:15pm in Exhibit area. Must be present to win.



2014 Small Business Fair at Honolulu Community College



Breakout Sessions

| | | Room | Room | Room | Room | Room | Room | Room | Room | |
|--------------------------------------|---------------|---|--|--|---|--|--|--|---|---|
| S E S S I O N 1 | 9:30 | How to "Sell" Yourself & Your Product What's the best way to build rapport and get your message across? What's an elevator speech? <i>Julie Percell 21st Century Business Consultant</i> | The Entrepreneur's Guide to Starting a Business Important topics to consider before investing time and money when starting a business. <i>Cynthia Yamasaki CMY Consulting LLC</i> | Getting FIT -Federal Income Tax Filing and Paying General principles of the FIT for small businesses, overview of unusual expenses, resources for finding answers. <i>Jerry Hiromoto Internal Revenue Service</i> | Media Relations How to develop and maintain effective media relations, and what are the benefits? <i>Billie Takaki Lueder HCC</i> | Exporting: The New Wave for Small Businesses Learn how to expand your business internationally, and grow your profits. <i>Mary Dale Small Business Admin</i> | The 24/7 Salesperson: Your Website What goes into designing an effective website? How much does it cost? How do I maintain it? <i>Sharla Hanaoka Leeward Community College</i> | Show Me the Money: Financing Options for Small Businesses Learn about types of loans available, how to qualify, and how to put a loan package together <i>Local Lenders</i> | Forming & Registering Your Business Sole proprietor, partnership, corporation or LLC: which is right for me and how do I register my business? <i>Jayna Uyehara Business Action Center DCCA</i> | 9:30am-1:00pm Business Counseling session by scheduled appointment only ↓ |
| | 10:30 | | | | | | | | | |
| S E S S I O N 2 | 10:45 | Starting a Culinary/Food Truck Business What do I need to know and how do I get started in the food business? <i>Poni Askew, Street Grindz & Peter Oshiro, State Dept of Health</i> | Profitability and Cash Flow Are you pricing your goods or services right? How do you improve profitability and cash flow? <i>Michael Hulser theBizMD</i> | Secrets of Marketing Ideas for maximizing marketing dollars on a shoestring budget <i>Bob Sigall Creative-1</i> | Social Media Marketing Made Simple Social media fundamentals and tactics to market your company and drive customers and profits. <i>The Berry Company</i> | Contracts = Cash How do I sell my product/service to the #1 buyer - the U.S. Government? Find out how small business, women-owned, veteran and other certifications can win you contracts. <i>Mary Dale Small Business Admin & Melanie Martin, State Dept of Transportation</i> | QuickBook Basics Tips and tricks to get the most out of your QuickBooks program. <i>Ted Ketcham Island Life Hawaii</i> | Specialty Loans & Tax Breaks What types of specialty loans & tax breaks are available to small businesses? What is an Enterprise Zone? <i>Wayne, DBEDT Shirley, USDA Soo Sun, PGC</i> | 10:45am-1:00pm The Business Plan: A Roadmap for Success This 2 hour course will cover the important elements of a good business plan to help navigate your company to revenue growth; Marketing, Management, Budgeting, etc. ↓ | Counseling by scheduled appointment only ↓ |
| | 11:45 | | | | | | | | | |
| S E S S I O N 3 | 12 Noon | Mobile Apps As a Marketing Tool See the power in marketing your business through mobile apps and learn how to develop your own. <i>Monir Hodges of Pacific Center for Advanced Tech Training</i> | General Excise Tax De-Mystified How do I apply for a GE license, what do I report, what rate do I use, what forms do I need to complete, and when do I file? <i>Alicia Burnham State Tax Office</i> | Copyrights, Patents & Trademarks What are these, why do I need to protect my intellectual property, and how do I register for them? <i>Keri-Ann Kryzkowski Cades Schutte Attorney</i> | The Simple Magic of Professional Networking Learn how to connect and create rapport with others, in a brief, but power-packed, networking experience. <i>Miss Hawaii 2011 Lauren Matsumoto</i> | Insurance-ology: Protect Your Business and Your Family What kind of insurance do I need and why? Learn about business insurance, bonding, life and keyperson insurance. <i>David Yamashita Business Insurance Services</i> | Understanding Business Accounting What's a financial statement and how do you read it? Will cover Balance Sheets and Income Statements. <i>John Schuyler Global Business Services</i> | Office of Hawaiian Affairs What programs and loan options are available for Native Hawaiians. <i>Winfred Cameron OHA</i> | <i>Nancy Ginter-Miller, Small Business Development Center</i> | ↓ Business Counseling session by scheduled appointment only |
| | 1:00 | | | | | | | | | |
| | 8am to 1:30pm | | | | | | | | | |