



UNIVERSITY of HAWAII
LEEWARD
COMMUNITY COLLEGE

2017 HAWAII SMALL BUSINESS FAIR

“Launch Your Dreams into Reality”

Sponsored by DBEDT & Leeward Community College

Saturday, May 6, 2017, 7:30am to 1:00pm

Leeward Community College, Education Bldg., 96-045 Ala Ike Rd., Pearl City

7:30am Registration begins. Exhibits open 7:30am to 1:00pm ~ Visit them before and between class sessions!

Register for workshops April 6th through May 2nd 2017, at <https://smallbizfair2017-1.eventbrite.com>

Event walk-ins will be accommodated on a space available basis. Workshop topics subject to change without prior notice.



Free!

Room	First Session: 8:30 a.m. – 9:30 a.m.	Second Session: 9:45 a.m. – 10:45 a.m.	Third Session: 11:15 a.m. – 12:15 p.m.
ED 101	Researching Your Market for Success. Utilize free research tools and data to maximize success in your market segment and monitor market changes.	Websites: Your 24/7 Sales Person. What are the features of an effective website? How much does it cost to design one; and how do I maintain it?	Social Media Marketing. Learn how to utilize the most effective ways to reach your customers through various social platforms.
ED 102	General Excise Tax, Demystified. Very different from income tax, GET applies to all Hawaii businesses. Learn when, how, and what to report, file, and pay.	Accounting Concepts Made Easy. Learn about the elements on a financial statement. Empower yourself with a working vocabulary of accounting terms and concepts.	Federal Income Tax Basics. Learn income tax fundamentals pertinent to small business owners.
ED 103	QuickBooks: Overview of the Basics and Beyond. After learning basic tips on how to use the program, learn more advanced tricks for small businesses.	Incubators & Accelerators. Business incubators and accelerators offer workspace, business mentoring, entrepreneurial training, and some financing. Learn about Hawaii's programs available to your start-up biz.	Export/Import Businesses. Learn how to expand your business internationally and grow your profits. Find out how the Foreign Trade Zone program works and the benefits it offers.
ED 104	Business Plans – Road Map to Success. Discover the elements of a solid business plan: mission statement, management, competition research, budget, marketing and more. This is a 2-hour class.		Design Think. Inspired hands-on session to learn how to problem-solve using a creative method that focuses on human needs and empathy.
ED 112	Hiring & Retaining Great Employees. Learn the basics on how to interview and hire employees the right way using best practices for candidate recruitment and appropriate job-related interview questions to avoid poor hiring decisions and legal liability.	Legal Expert: Top 10 Service Contract Issues. Learn the most important issues to consider in contract negotiations for services, including how to determine if the contract is fair/appropriate, and how to protect your business if the other party fails to perform.	Legal Expert: Patent, Trademarks & Copyrights. A discussion on the biggest Intellectual Property mistakes businesses make and how to avoid them.
ED 113	Entrepreneur's Guide. Thinking about opening a business? What does it take to be successful? This class helps you determine if you've got the right stuff.	Starting A Food Business & Health Regulations. Tips on how to start a food business and how to successfully comply with important health regulations.	Financing Options for Small Business. Get a handle on the various types of loans available; how to qualify and put a loan package together.
ED 114	Business Counseling. By Confirmed Appointment with SCORE Only.	Business Counseling. By Confirmed Appointment with SCORE Only.	Business Counseling. By Confirmed Appointment with SCORE Only.

Organizing Committee: Leeward Community College, HI Dept. of Business Economic Development & Tourism, DCCA Business Action Center, Honolulu Community College, Small Business Development Center (Honolulu), Internal Revenue Service, and US Small Business Administration. **Exhibitors:** DCCA, SCORE, HI Dept. of Transportation, HI Dept. of Taxation, HI Dept. of Agriculture, Office of Hawaiian Affairs, Hawaii PTAC, Local Banks, and many more.

For information, call (808) 945-1430 or (808) 694-8332.

Reasonable arrangements for persons with disabilities will be made if requested by calling (808) 587-2757 by 4/20/2017.