

# 2014 HAWAII SMALL BUSINESS FAIR

Saturday, August 23, 2014

Launch Your Dreams into Reality!



UNIVERSITY of HAWAII<sup>®</sup>  
**HONOLULU**  
 COMMUNITY COLLEGE

Exhibit Area open 8:00 am-1:30 pm in the Cafeteria.

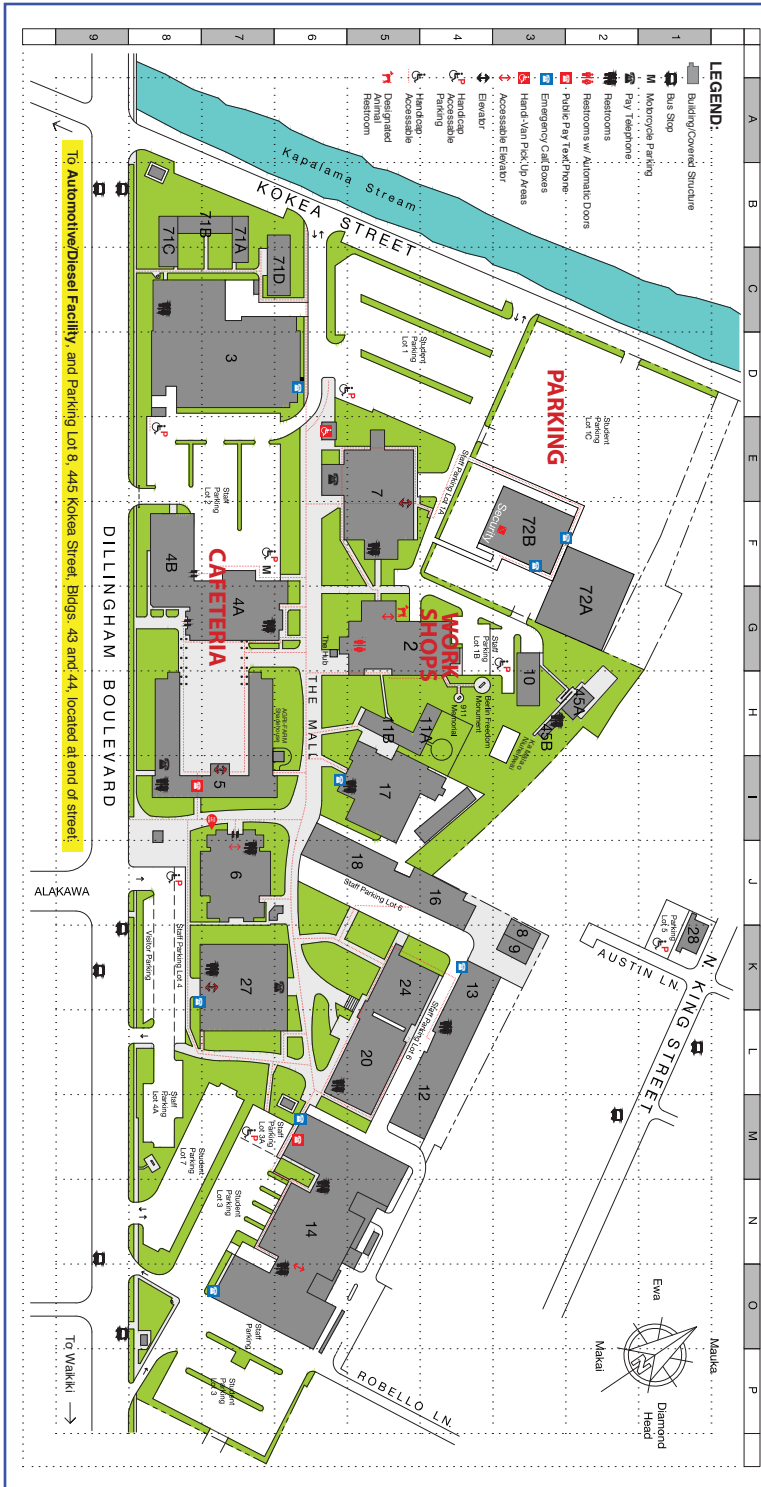
Visit these organizations who offer programs and services for small businesses:

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

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

## HONOLULU COMMUNITY COLLEGE • MAIN CAMPUS MAP

874 Dillingham Boulevard Honolulu, HI 96817 | (808) 845-9129 | [www.honolulu.hawaii.edu](http://www.honolulu.hawaii.edu)



**PARKING**- Located via the Kokea Street entrance

**WORKSHOPS**- Located in Building 2

**CAFETERIA**- Exhibits from 8:00 am - 1:30 pm and Counseling sessions from 9:30 am - 1:00 pm

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## BREAKOUT SESSIONS

		Room 514	Room 208	Room 614	Room 501	Room 305	Room 214	Room 505	Room 201	Cafeteria
SESSION 1	9:30 to 10:30	<b>How to "Sell" Yourself &amp; Your Product</b>  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>	<b>Real Advice for Entrepreneurs</b>  Overview the essential things you need to know BEFORE you start your business and life journey as an entrepreneur.  <i>Cynthia Yamasaki CMY Consulting LLC</i>	<b>Getting "FIT": Federal Income Tax Filing and Paying Biz Tax</b>  General principles of the FIT for small businesses, overview of unusual expenses, resources for finding answers  <i>Jerry Hiromoto Internal Revenue Service</i>	<b>Media Relations</b>  How to develop and maintain effective media relations, and what are the benefits?  <i>Billie Takaki Lueder Honolulu Community College</i>	<b>Exporting: The New Wave for Small Businesses</b>  Learn how to expand your business internationally, and grow your profits.  <i>Mary Dale Small Business Admin</i>	<b>The 24/7 Salesperson: Your Website</b>  What goes into designing an effective website? How much does it cost? How do I maintain it?  <i>Sharla Hanaoka Leeward Community College</i>	<b>Show Me the Money: Financing Options for Small Businesses</b>  Learn about types of loans available, how to qualify, and how to put a loan package together  <i>Local Lenders</i>	<b>Forming &amp; Registering Your Business</b>  Sole proprietor, partnership, corporation or LLC: what are the differences 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  ↓
	SESSION 2	10:45 to 11:45	<b>Starting a Culinary/Food Truck Business</b>  What do I need to know and how do I get started in the food business?  <i>Poni Askew, Street Grinds &amp; Peter Oshiro, State Dept of Health</i>	<b>Profitability and Cash Flow</b>  Are you pricing your goods or services right? How do you improve profitability and cash flow?  <i>Michael Hulser theBizMD</i>	<b>Secrets of Marketing</b>  Ideas for maximizing marketing dollars on a shoestring budget  <i>Bob Sigall Creative-1</i>	<b>Social Media Marketing Made Simple</b>  Social media fundamentals and tactics to market your company and drive customers and profits.  <i>The Berry Company</i>	<b>Contracts = Cash</b>  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 &amp; Melanie Martin, State Dept of Transportation</i>	<b>QuickBook Basics</b>  Tips and tricks to get the most out of your QuickBooks program.  <i>Ted Ketcham Island Life Hawaii</i>	<b>Specialty Loans &amp; Tax Breaks</b>  What types of specialty loans & tax breaks are available to small businesses? What is an Enterprise Zone?  <i>Wayne Thom, DBEDT Shirley Heatherly, USDA</i>	<b>10:45am-1:00pm The Business Plan: A Roadmap for Success</b>  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.  Business Counseling session by scheduled appointment only  ↓
SESSION 3		12 Noon to 1:00	<b>Mobile Apps As a Marketing Tool</b>  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>	<b>General Excise Tax De-Mystified</b>  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>	<b>Copyrights, Patents &amp; Trademarks</b>  What are these, why do I need to protect my intellectual property, and how do I register for them?  <i>Keri-Ann Krzykowski Cades Schutte Attorney</i>	<b>The Simple Magic of Professional Networking</b>  Learn how to connect and create rapport with others, in a brief, but power-packed, networking experience.  <i>Miss Hawaii 2011 Lauren Matsumoto</i>	<b>Insurance-ology: Protect Your Business and Your Family</b>  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>	<b>Understanding Business Accountng</b>  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>	<b>Office of Hawaiian Affairs</b>  What programs and loan options are available for Native Hawaiians.  <i>Winfred Cameron OHA</i>	Business Counseling session by scheduled appointment only  ↓
	8am to 1:30pm									