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## Kosrae Produces First SBA Community Express Loan in FSM

By Kosrae SBDC

It has been a long journey for the Kosrae Small Business Development Center (SBDC) in the development of its first SBA Community Express (CE) Loan within the Federated States of Micronesia (FSM). Working effortlessly to encourage its local lenders to increase its lending activities to start-up businesses within Kosrae, the SBDC provided the bridge its client needed in obtaining the capital to start her business by registering its first SBA Community Express Loan in the island.

The process took place in April when Kenneth Q. Lujan, SBA Guam Branch Manager, visited Kosrae and began a public awareness program on SBA's Community Express loans through a training he conducted to the members of the local Chamber of Commerce, government representatives and the banking community. With the collaboration of the



Left to right: Mary Simmering BOG Manager, Almitta Sigrah & Skiller Jackson (Kosrae SBDC Director)

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## PISBDCN Celebrates 15 Years

By Casey Jeszenka  
PISBDCN Network  
Director

The University of Guam's School of Business & Public Administration Pacific Islands Small Business Development Center Network (PISBDCN) program reached its 15th year of the program in Micronesia-May 5, 2010! The University of Guam's Pacific Islands Small Business Development Center Network (PISBDCN) started with an idea by the late Dr. John Keck, a University of Guam (UOG) Finance Professor, and subsequently a grant written by Dr. Stephen Marder on behalf of the UOG to the U.S. Small Business Administration (SBA) in the early 1990s. The grant was awarded to UOG by the SBA, thereby creating the Guam



PISBDCN/Guam

Small Business Development Center (SBDC) on May 5, 1995. The Guam SBDC program was placed under the direction of the Dean of then the College of Business and Public Administration and now known as the School of

Business and Public Administration (SBPA). The Guam SBDC started with a five employees that consisted of a director, two counselors, an office manager and lab technician located in Warehouse B at UOG convert-

ing a classroom into the main office/computer lab/resource library and three individual counselor/director offices.

In the late 1990s the Guam SBDC started to expand by partnering with the governments in Micronesia to add on service centers throughout the region and created the lead center named the Pacific Islands Small Business Development Center Network to oversee the service centers in the network. The network's service centers are now located in Guam; in the Federated States of Micronesia (FSM) in the states of Yap, Chuuk and Kosrae, in the Republic of the Marshall Islands (RMI); and in the Republic of Palau. The PISBDCN has also recently signed an MOU with the

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U.S. Small Business Administration  
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# PISBDCN Celebrates 15 Years

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Common Wealth of the Northern Marianas (CNMI) to reestablish the CNMI SBDC program there creating the seventh service center in the network.

The SBDCs provide free one-on-one confidential counseling and low cost high quality business training workshops throughout the region. Business counseling is offered in the areas of financial management, marketing, human resources, and operations. Workshop topics include starting a business, business plans, creating business financial projections, marketing your products or services, understanding financial statements, managing a business, legal issues, selling & salesmanship, new product development, and HR issues. The corps services required by the SBA grant funding to assist startup and existing businesses are basically the same now as they were when the network started, but the tools used to assist clients have improved over the years through development in technology and software programs made available.

The PISBDCN has one employee that has been with the program for 14 of its 15 year history. Her name is Betsy Iriarte and she is currently the PISBDCN Operations Manager. Betsy started as an administrative aide at the Guam SBDC and worked her way up into the network office as a key member of the PISBDCN team. Betsy states, "The most rewarding experience while working in the network is seeing the businesses that have been assisted by the SBDC still in operation after all these years."

The early challenges in establishing a region wide program like this is to build client recognition of the program and confidence in the services it provides. To overcome this PISBDCN partnered with local newspapers and organizations to

promote the program. PISBDCN worked with the media to publish client success stories and public service announcements to get the word out about the services. The network also then entered into a partnership with the Pacific Daily News (PDN) to have a PISBDCN insert, now named the Pacific Business Partners (PBP) and started as Business Success, in each PDN that is delivered throughout Micronesia and 500 copies delivered to each service center for local distribution. The PBP is a quarterly publication. Through this advertising medium, the PBP has helped build regional brand recognition as well as gain the interest of other island governments who have since contacted the UOG PISBDCN to partner and get an SBDC established in their area. The PBP has helped to expand the network quickly. Growing from one service center on Guam to the six we currently have and seventh one on the way took a lot of coordination and negotiations with each foreign government that the UOG PISBDCN has partnered with. Being a federal program also meant having to do a lot of training and oversight initially to make sure every center's staff knew what was needed to be in compliance with SBA requirements and give them the knowledge and skills needed to perform the services as required and needed in their communities. I can truly say that the network staff has faced many challenges and obstacles along the way in growing the network to the regional economic unit it is today, but it has also been a very rewarding experience when you see the business success stories that have come out of each center. The Staff & Management of the UOG PISBDCN work diligently each and every day to meet its mission in support of economic growth & development. Small business is big business.



Kosrae



Palau



RMI



Chuuk



Yap



CNMI

Pacific Business Partners  
Officers, Staff and Board Members



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SBDC.





# Veteran's Business Outreach Center Opens on Guam



IN PARTNERSHIP WITH THE U.S. SBA & THE UNIVERSITY OF GUAM.

**By: Frank Crisostomo-Kaaihue, Director (VBOC)**

The UNIVERSITY OF GUAM – School of Business and Public Administration announced that the Guam Veterans Business Outreach Center (Guam VBOC) opened its door at the Guam Veterans Affairs Office building at 172 South Marine Corps Drive in Asan on Monday, June 20th, 2010.

Local veterans who are business owners and entrepreneurs now have another place to turn for help. "This center is very important for veterans, reservists, National Guardsmen and

active duty members by providing them vital tools to succeed in a competitive business environment," said Frank Crisostomo-Kaaihue, director of the Guam VBOC. "It also is a great example of why the U.S. SBA created the VBOC program. It's a great way to connect the real-world expertise of the University of Guam School of Business and Public Administration along with its resource partners — the Guam Small Business Development Center and the Guam Procurement Technical Assistance Center with talented, driven entrepreneurs to grow our economy."

"The mission of the Guam

Veterans Business Outreach Center (VBOC), the only such center in the region, is to make a positive difference in the lives of veterans, service-disabled veterans, active duty personnel, members of the National Guard or Reserve components of the U.S. military and their spouse, primarily through effective professional small business development, support, creation and retention of veteran-owned and controlled business activities on Guam."

"Our vision is to be the catalyst for veterans achieving their highest potential as they grow to become confident, competent, and successful small business owners by pro-

moting and providing high-quality training, one-on-one counseling, mentoring & referrals, technical assistance, effective resource utilization, advocacy, leadership and high standards of service excellence." said Frank Crisostomo-Kaaihue.

The Guam Veterans Business Outreach Center (VBOC) provides the following business development services:

- ▲ One-on one business counseling;
- ▲ Business training workshops, seminars and conferences;
- ▲ Mentoring and referrals;
- ▲ Technical assistance;
- ▲ Procurement opportunities;
- ▲ Resource utilization with partners.

Before we can provide assistance, the U.S. Small Business Administration requires all clients to complete the Request for Counseling (Form 641). This form will act as our Confidentiality and Code of Conduct Agreements. All client information is held in strict

confidence.

This program is funded by the U.S. Small Business Administration to serve as a clearinghouse of business and technical assistance for those veterans interested in starting, expanding or funding a business.

"Through collaborative efforts of the U.S. Small Business Administration and with the resource partnerships of the University of Guam Small Business Development Center, the Guam Procurement Technical Assistance Center and the Guam Veterans Affairs Office, we are able to assist individuals through each phase of the business cycle," said Crisostomo-Kaaihue.

The Guam Veterans Business Outreach Center is one of 16 centers across the nation funded by the U.S. SBA, which is providing a total of \$2.5 million in grants to new and existing centers.

For more information on programs, services and training, call 475-4900, email , or visit our website at .

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**8:30am – 3:00pm Program**

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At the Guam SBDC located at the University of Guam  
**Leon Guerrero School of Business Building Room #148**

For more information call 735-2590 or email  
[laurine@pacificsbdc.com](mailto:laurine@pacificsbdc.com) or [natasha@pacificsbdc.com](mailto:natasha@pacificsbdc.com)

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Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis. The University of Guam Pacific Islands Small Business Development Center Network is sponsored and partially funded by the U.S. Small Business Administration (SBA) under a Co-operative Agreement. SBA's funding does not imply endorsement of any third-party products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.

The University of Guam is an equal opportunity provider and employer.

## Guam SBDC Training Schedule

**Thursday, August 26th (12:00pm-2:00pm)**

"GROWTH VENTURE: Managing for Growth"

Presented by UOG Guam SBDC-Bank of Guam Women in Business Program  
 Fee: \$20 (includes lunch)

Location: Bank of Guam Headquarters 2nd Floor Conference Room, in Hagatna

**Friday, September 3rd (8:00am-4:00pm)**

"HUMAN RESOURCE TRAINING SERIES: Presentation Management Skills"

Presented by Jerry Paulsen, Paulsen Communications:

Fee: \$60 per person

Location: UOG Leon Guerrero SBPA Building Room # 129 Multipurpose Room

**Friday, September 10th (8:30am-11:30am)**

"How to Start a Business"

Presented by Guam SBDC.

Fee: \$20 per person

Location: UOG Guam SBDC Room # 148

**Friday, September 24th (8:30am-11:00am) CANCEL**

"How to Write a Business Plan"

Presented by Guam SBDC

Fee: \$20 per person

Location: UOG Guam SBDC Room # 148 Leon Guerrero SBPA Building

To register, please contact the Guam SBDC at 735-2590 or email Laurine Sablan at

[laurine@pacificsbdc.com](mailto:laurine@pacificsbdc.com) or Natasha Cruz at [natasha@pacificsbdc.com](mailto:natasha@pacificsbdc.com)

Requests for reasonable accommodations must be made 72 hours in advance.

Services are extended to the public on a non-discriminatory basis. For more

information, please visit [www.pacificsbdc.com](http://www.pacificsbdc.com) <<http://www.pacificsbdc.com>>



# Client advocates “Monitoring Services”

*Interviewee Jeanette Tudela (former owner of Abai Coffee House)*

## Submitted Palau SBDC

When you first have the idea of going into business for yourself, everything works out perfectly on paper. From writing out your business plan, fiscal projections, construction and design of the actual space, dealing with vendors and various agencies, advertising, employees, payroll, etc....to the actual grand opening day, you hope that what you wrote on paper, which always worked out perfectly, helps you make a profit or at least break even when you put paper into practice. Luckily for me, my mother took care of the “books”. I personally never cared for accounting, wasn’t interested in learning anything about it, and to be honest, was pretty much intimidated by anything to do with numbers, balancing, or spreadsheets. Unfortunately, about six months after our opening day, my mother, who was the “brains” behind the scenes unexpectedly passed away. At that point, I realized I had no

clue what I was doing and needed help.

As always, the Palau Small Business Development Center (Palau SBDC), Lisa Abraham, stepped in to assist us with our bookkeeping needs. The program she created helped a small business like ourselves, who have little to no accounting or bookkeeping experience, to be paired up with a bookkeeper who will come in get our books current and correct, set up our accounting system, using Quickbooks, but most importantly, teach us to understand how invaluable our fiscal records were and how to interpret the information and use it to our advantage. Once everything was inputted, we as a business could assess our strengths and weaknesses, review sales trends, manage inventory, etc.... Ultimately, armed with this information and the understanding of how to use it, we could make decisions that would best benefit the profitability of your business. The best part this program is the NO FEE cost. For the first four months,

the bookkeeper’s fee was paid by Palau SBDC, which is a huge help to any small business. After that period, it is up to the business to continue the services of the bookkeeper and absorb the cost.

Through the Palau SBDC program, Abai Coffeehouse was paired up with Mrs. Susan Toribiong, a bookkeeper with a no nonsense approach to getting your books in order and ensuring all questions are asked, answered, and most importantly understood. At first, I was embarrassed to admit to Susan that I did not have a clue as to what she was talking about, and to show her everything I had not done. This meant all the receipts I had stashed in boxes, folders, and books; bank deposit slips that were not accounted for; and bank statements that I never bothered to take out of the envelop because I didn’t know how to read it, let alone use it for anything. Thankfully, Susan taught me with the “hands on” approach, where she sat with me, some-

times up to three hours at a time, as we went through everything. Then, it was up to me to put into practice all that I learned, which a lot was, but at anytime she was just a phone call or email away.

This program is an invaluable tool for all small business owners. It is not until you fully understand and appreciate the accounting aspects of your business will you be able to assess if your business is going in the right direction at the right time. Don’t leave it to someone else to tell you how your business is doing. Thank you extended to Ms. Lisa Abraham for creating this much needed program, and for Susan for being a knowledgeable, patient and “hands on” teacher.

For more information on the Monitoring Service & other SBDC services, please contact the Palau SBDC at tel. # (680) 587-6004 or cell # (680) 775-5472 or EMAIL lees@pacificsbdc.com or palausbdc@palaunet.com.

## Record keeping for Farmers and Fishermen/Women sits high in the eyes of the community

### By Palau SBDC

Given its limited budget, the service center can never afford to promote on live television and/or radio stations, but since the word had gone out to the community, “the Palau SBDC is doing record-keeping for farmers and fishermen/women...” The service center was featured for “free” on television... “It was a great feeling and a treat for the year as we don’t always have the opportunity to market the centers’ trainings on

television”, states Lisa K. Abraham, Palau SBDC Director.

“We hope that more farmers and fishermen/women will continue to attend the center’s on-going training(s) on record-keeping, because we see the need and most Palauans are shy to come forward”, comments Lisa K. Abraham, Director, Palau SBDC. During these hard times, it is the best time to learn and get organized, while things are a bit slow, so when the economy picks-up again, your business is in a clear perspective and better

position, states Ms. Abraham.

The Palau SBDC is here to help and services are “free” given that type of business meets the eligibility requirements of the center. Similarly, for those who are located outside of Koror or small villages within Koror, may contact the center to do an exclusive training for its community. For more information, interested individuals, communities, and villages may contact the center at tel. #587-6004 during governmental working hours or flexible hours at cell #775-5472 for more details.

Palau SBDC workshops are open to all qualified small business owners, managers, key personnel and individuals planning to open or considering starting a small business venture. All workshops are charged at minimal fees and sometimes for “free”, please call the center at (680) 587-6004 during governmental working hours or cell phone at (680) 775-5472 or e-mail to lees@pacificsbdc.com/palausbdc@palaunet.com for more information.

## Palau SBDC Training for August through November

### 23~31 August 2010

Commercial Lending Opportunities  
Presentation by: Off-Island  
Representatives and Local Institutions  
(Additional details to be announced at a later date)

### September ~ October 2010

Business Plan: Crafting Your Own Plan  
Intro to Business Plans  
Marketing Plan  
Operating & Control Systems

### The Financial Plan

Finalizing a complete individual Plan  
Presentation by: Palau SBDC

### November 8~19, 2010

Introduction to Excel – Basic Excel

### November 23~25, 2010

Computers in Business

Presentation by: Palau SBDC and  
Resource Partner



All Training/Workshops are open to all qualified small business owners, managers, key personnel, and/or individuals planning, considering to start or expand their business ventures. The training/workshops are presented at low to no costs. Location depends on number of participants and most training sessions are conducted during the evenings. Please contact your Palau SBDC at (680) 587-6004 or cell phone #775-5472 or e-mail: lees@pacificsbdc.com or palausbdc@palaunet.com for more details. Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.



# KIDZ KORNER CHILDCARE Opens in Yigo, Guam!

By Guam SBDC

**Q: Tell us about yourself and your family. Where you from and what is your background?**

**A:** Both (James and Bertha Tajeron) reside in the village of Yigo. James is currently serving as an active duty member of the Guam Army National Guard and has over 16 years of experience with the engineer unit to include managing large projects, supply management, and training of reserve component soldiers. Prior to working at the Guard, James was employed with the Department of Public Health and Social Services as a Safety Officer and then promoted to a Health Inspector II for the Division of Environmental Health. As part of his job duties, James was tasked with conducting inspections at restaurants and daycare establishments throughout the island to ensure compliance with local and federal regulations.

Bertha is currently employed as a Program Coordinator III with the Department of Public Health and Social Services and has over (20) twenty years of experience with the government of Guam. Bertha obtained her Master's of Science Degree in Public Administration (MSPA) from the University of Guam (FL 2001) and recently obtained a second Masters of Business Administration (MBA) Degree in Healthcare Administration, Loma Linda University, CA (SP 2009). Bertha is currently taking early childhood classes at the Guam Community College so that she can receive her certification in early childhood.

They have three grown children: Eric 28 yrs, Sabrina 26 yrs, and Bryan 16 yrs old. They also have six grand children: Taylor, Daniel James, Christian, Isabella, Chloe and Josh.

**Q: Why did you decide to open a childcare center?**



**A:** The plan to open Kidz Korner Childcare Center began a couple of years ago. We saw that there was a need for quality childcare services within the northern village of Guam. We wanted to open up a place that provides quality childcare services that benefits the child in all aspects of their development. We also wanted to provide a place where children will be exposed to a safe and clean environment where learning is fun, educational and interacting. Our goal is to support children's desire to be life-long learners.

**Q: Walk us through your process to open your business?**

**A:** The process to open up Kidz Korner Childcare Center was a 2-year process. The first thing we had to do when the decision was made to open up our business was to begin renovating our house in order to meet the requirements of a childcare facility. We had to visit the Department of Land Management and submit an application for a summary zone change from "R-1" (Single-Family Dwelling) to "R-2" (Multi-Family Dwelling) in order to allow conversion of our existing residence into a childcare facility.

This process required us to get signatures from neighbors in the surrounding area in support of the proposed childcare facility. This whole process took about 6 months to complete. In addition, we had to visit the One Stop Office at the Department of Public Works to obtain clearances from the Dept. of Land Management, Department of Public Works, Department of Public Health and Social Services (DPHSS) and the Guam Fire Department. These four regulatory agencies are responsible for ensuring that the facility meets certain building and fire codes. Throughout this whole process we were still developing our business plan in order to secure additional funding for the business. The business plan was reviewed and approved by the University of Guam's, Small Business Development Center. As a result, we were able to secure funding from a financial lending institution. With the additional funding, we were able to furnish the facility, purchase equipment and supplies, and advertise the business in the Pacific Daily News, Oh Baby Magazine and other outlets. We received our business license in April 2010 through the DPHSS

## Kidz Korner Childcare Center

- Telephone No: (671) 969-1525
- Location Address: 110 Ababang Loop, Yigo. Directly across Simon Sanchez High school
- Hours of Operation: Monday thru Friday from 7:00 am to 6:00 pm



Owner Bertha Tajeron

and officially opened for business that same month.

**Q: What were some of your challenges getting started?**

**A:** Some of the major challenges that we encountered were during the rezoning process. This whole process took about six (6) months to complete. The home renovation also took longer than expected and took about 18 months to complete. The process of getting approval for the childcare license was also very challenging due to numerous inspections and requirements. Finally, writing a business plan was very challenging. This process required lots of research, writing, and knowing who your potential customers are and how to attract them.

**Q: What was your most memorable triumph during the start-up process?**

**A:** Our most memorable moment was when we were approved by the Department of

Land Management for a summary zone change from "R1" to "R2". Although this process took a while, it allowed us to move forward with everything else we needed to do in order to obtain our business license and open up Kidz Korner Childcare Center. The challenges we faced throughout this whole process proved rewarding in the end.

**Q: What do you do to relax and de-stress?**

**A:** Starting a business can be very challenging and stressful. There will be times when you feel like giving-up. You just have to tackle each challenge "one challenge at a time" and continue to move forward. Take some time away for yourself and just relax and try not to let the whole situation overwhelm you.

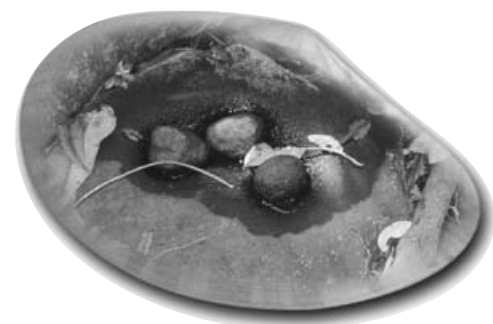
**Q: What advice would you give to other women who want to start a business?**

**A:** Before you decide to open up any kind of business, it's important that you do your research and know who your potential customers are and how to attract them. It's also important to develop a sound business plan that may help you with your funding endeavor. Follow your business plan and remember that things may change along the way. Take advantage of the courses being offered through the University of Guam's Small Business Development Center. These courses can help you with everything from learning how to start a business and how to write a business plan. Building and maintaining strong customer relationship is the key to any business. Finally, there are many issues that need to be considered before starting a business. Be prepared for those issues and know how it may potentially impact your business.

## Kosrae SBDC Training schedule

Month	Training Topic	Time	Venue
August 20, 2010	How to create a business plan	9-11 AM	Kosrae SBDC Training Room
August 27, 2010	Profit Mastery - Introduction	9-11 AM	Kosrae SBDC Training Room
September 10, 2010	Profit Mastery - Monitoring Financial Position	9-11 AM	Kosrae SBDC Training Room
September 17, 2010	Profit Mastery - Understanding Price, Volume Cost	9-11 AM	Kosrae SBDC Training Room
September 24, 2010	Profit Mastery - Manage Cash Flow	9-11 AM	Kosrae SBDC Training Room

All workshops are open to all qualified small business owners, managers, key personnel and individuals planning considering to start and/or expand their small business venture. All workshops are FREE. For more information, please contact the Kosrae SBDC at (691)370-2751 or call the municipal offices for the Outreach Training schedule to register your name. Interested individuals may also submit a web request at [www.pacificsbdc.com](http://www.pacificsbdc.com) or send an email message to [ksbdc@pacificsbdc.com](mailto:ksbdc@pacificsbdc.com). Requests for reasonable accommodations must be made 24 hours in advance. Services are extended to the public on a non-discriminatory basis.





# Knowledge is Power

## By Chuuk SBDC

On July 15 and 16, 2010, Mr. Curley Sos the Chuuk Branch Manager for the FSM Development Bank conducted two business trainings down at the Chuuk SBDC as a collaborating effort between the two offices to educated the Chuukese community.

On the first day, Mr. Sos went over the financial statements translating numbers into daily use common words for the participants to understand and know what the numbers represent and at the same time understand why the counselors at the Chuuk SBDC and the loan officers at the FSMDB ask so many questions. We could see enthusiasm among the participants by their full participation in all discussions and their many questions to Mr. Sos. Mr. Sartis a loan officer at the FSMDB assisted Mr. Sos.

On the second day Mr. Sos came back with Jayleen K. Roosevelt another loan officer from FSMDB. This day brought in more people and more excitement went on that day. Mr. Sos talked with the participants about their system, their services, their policies, and requirements just to name a few. He encouraged the participants to attend the business trainings conducted by Chuuk SBDC and to visit him at the Bank

for more information and needs. Mr. Sos encouraged Chuuk SBDC staff to continue with what they are doing as it is very important for the improvement of the people of Chuuk as well as the whole state of Chuuk.

As a trainer, he is very happy and looks forward to providing more training opportunities. One very interesting thing that he showed the participants, is the use of the satellite to show how many businesses in one particular place on an island or on one island. He told the participants that he is not going to approve a business proposal if he sees that there are enough of the same businesses in one area or on an island. Announcement for more training is forthcoming.

Right here in Chuuk you can access a free and confidential resource—small business services. The Chuuk Small Business Development Center (SBDC) offers small business counseling and high quality trainings to aspiring entrepreneurs and business owners absolutely free-of-charge. SBDC is a dedicated to the formation, growth and success of small business. For more information on the Chuuk SBDC programs/services, please call the Center at (691)330-5846 or visit the website at [www.pacificsbdc.com](http://www.pacificsbdc.com)



Mr. Curley Sos (Trainer)

## Chuuk SBDC Training for August through December

### August Schedule

**August 16**

Pre-Business Plan

**August 17**

How to Write Business Plan

**August 18**

Read and Understand Financial Statements

**August 19**

Learn the Importance of Recording Keeping

**August 20**

Learn Ways to Serve Your Customers

### September Schedule

**September 20**

Pre-Business Plan

**September 21**

Business Diversity

**September 22**

How to Write Business Plan

**September 23**

Read and Understand Financial Statements

**September 24**

Learn the Importance of Recording Keeping

### October Schedule

**October 11**

Pre-Business Plan

**October 12**

Business Diversity

**October 13**

How to Write Business Plan

**October 14**

Read and Understand Financial Statements

**October 15**

Banking

### November Schedule

**November 15**

Pre-Business Plan

**November 16**

Business Diversity

**November 17**

How to Write Business Plan

**November 18**

Read and Understand Financial Statements

**November 19**

Learn Ways to Serve Your Customers

### December Schedule

**December 6**

How to Write Business Plan

**December 7**

Business Diversity

**December 9**

Read and Understand Financial Statements

**December 10**

Principals of Accounting

**December 11**

Learn Ways to Serve Your Customers

The CHUUK Small Business Development Center (SBDC) Training sessions are open to



all qualified small business owners, managers and key/personnel and individuals planning to open or thinking about opening small business ventures. All training sessions are FREE OF CHARGE. Workshops will be held at the Chuuk SBDC located directly across the Shigeto's Store. Individuals interested in attending the workshops may call the Chuuk SBDC at (691)330-5846 or email [cassandra@pacificsbdc.com](mailto:cassandra@pacificsbdc.com) or [ketsen@pacificsbdc.com](mailto:ketsen@pacificsbdc.com). Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.



# SBA Conducts Customer Service Excellence Training

By Yap SBDC

While winning customers may be hard, keeping them is even harder. So what do customers really want? They want quick response, instant information, and solutions to their problems. Most of all Customers want exceptional customer service.

The Small Business Association (SBA) Customer Service Excellence workshop provided just that to some two dozen Yap customer service participants on the 2nd of April 2010.

Given these tough economic times, no organization can afford to lose customers because of poor service, but the reality is many do. Customers remember how they've been treated and spread the news. Studies show that they are likely never to buy and/or use your service again even if you have exactly what they are looking for.

In today's high tech and demanding consumer market, CUSTOMER SERVICE is mis-

sion critical. When customers are pleased, they are likely to spend more on your product or service and will keep coming back.

Now that these customer service representatives have had the opportunity to learn and get a clear understanding of their role he/she should be able to put to practice what they've learned and keep their customers for a long period of time.

The Yap Small Business Development Center (SBDC) is a member of the University of Guam's Pacific Islands Small Business Development Center Network (PISBDCN). The PISBDCN's mission is to support the growth and economic development of the U.S. affiliated islands in the western Pacific region by providing high quality one-on-one confidential counseling and training to existing small businesses and to small business startups. For assistance or more information, please call the Yap SBDC at (691)-350-4801.



Training participants with Guest Trainer Mr. Ken Lujan (SBA Guam Branch Manager - 2nd row far right)

## Yap SBDC welcomes its newest team member



Andy P. Choor, Yap SBDC Business Counselor/Trainer

By Yap SBDC

The Yap Small Business Development Center (SBDC) welcomes newly recruited Business Counselor and Trainer, Mr. Andy P. Choor. Mr. Choor will be working with the Yap SBDC team under the general direction of Yap SBDC Director, Mr. James Limar, in serving the needs of the business communities in Yap.

Mr. Choor is a graduate of Xavier High School in the Federated States of Micronesia. He obtained his Bachelor of Arts in Historical and Political Studies and English from Chaminade University of

Honolulu, HI. Mr. Choor is also a two year graduate of the Hogan Entrepreneurial Program through which he also took on an entrepreneurial challenge to study and work with small business owners in different rural parts of China.

Since his return to Yap in 2005, Mr. Choor served as a part-time ESL instructor/tutor at the College of Micronesia Yap campus. He also opened and managed a landscaping and retail business operation. Prior to joining the Yap SBDC team, Mr. Choor worked as the Administrative Director of the Yap State Court for over four years where he led the judicial staff

and managed the operations and services of the Yap State Judiciary.

Although new to the current position, Mr. Choor is not new to the objectives and services of the Yap SBDC. In 2000, Mr. Choor was part of a youth group which organized and established a youth entrepreneurial program – Waab Association of Young Entrepreneurs (WAYE) – through the assistance of the Yap SBDC. Concepts of the program are still being used by Yap SBDC to reach out and promote entrepreneurship to the youth population. Indeed, the Yap SBDC team is grateful and looks forward to working with Mr. Andy P. Choor.

### Yap SBDC Training Schedule August to November

Date	Workshop Title	Venue
<b>August</b>		
19	Business Licensing Requirements	Outer Island High School, Ulithi
19	FSM Gross Receipt and Wage Tax Requirements	Outer Island High School, Ulithi
20	FSM Social Security Tax Requirements	Outer Island High School, Ulithi
20	Financing Seminar	Outer Island High School, Ulithi
<b>September</b>		
1	Business Licensing Requirements	SBDC Training Center, Yap
2	FSM Gross Receipt and Wage Tax Requirements	SBDC Training Center, Yap
3	FSM Social Security Tax Requirements	SBDC Training Center, Yap
<b>October</b>		
1	Strategic Planning	SBDC Training Center, Yap
8	Business Communications	SBDC Training Center, Yap
15	Mechanics and Schedules of Recordkeeping	SBDC Training Center, Yap

Requests for reasonable accommodations must be made 72 hours in advance.  
Services are extended to the public on a non-discriminatory basis.

Date	Workshop Title	Venue
<b>November</b>		
4-5	Profit Mastery	SBDC Training Center, Yap
11-12	Business Applications using MS Excel	SBDC Training Center, Yap

Workshops offered to business owners and potential business owners during the months of August, September, October, and November 2010. For more information, please contact the Yap SBDC at telephone numbers (691)-350-4801/4802 or at email address [ysbdc@mail.fm](mailto:ysbdc@mail.fm). Seating is limited to 25 participants per session. Schedule is subject to change without prior notice.







# An interview with Faye Varias, owner of "Puppy Love Guam"

By Guam SBDC

## Q. Tell us about yourself.

**A:** I was born in Manila to Maya and Freddy Varias 30 years ago. My mom was raised here in Guam, and she had always planned on moving back. So, when I was 7, we moved here and I've lived here since until I graduated from the Academy of Our Lady of Guam in 1998. Then I moved to Hawaii to attend the University of Hawaii at Manoa. Since I was a kid, I always loved dogs. I actually got my first dog when I was 2. So when I went to college, I intended to go to veterinary school and started out as a Zoology major, but quickly learned that I couldn't really stand gory things. I always enjoyed writing and reading and was doing well in my English classes, so I switched. I know, big change :) I decided to pursue a career in journalism and started freelancing while I was still in college, and got my first big break in that field in 2003, when I was hired at Hawaii Woman Magazine and then moving to a bigger company, Pacific Basin Communications the following year. In 2005, I figured I'd been away from home too long and decided it was time to move back. I continued my journalism career here, working for Glimpses Publications, Pacific Daily News and now, independently as Faye Varias Creative Services, doing contract work for several publications on Guam. Through all this, I still had a love for dogs and still wanted to start a business somehow related to that. So in 2008, I



Owner Faye Varias & Maxine

made serious plans to start Puppy Love Guam.

## Q. Tell us about the business you own.

**A:** Puppy Love Guam started as a result of conversations with friends and gifts I would receive for my dogs. Because I don't have kids, I tend to spoil my dogs a lot and my friends often give me gifts for them. Then something clicked for me. Since Guam has a large population of tourists, and knowing that many of these tourists have pets or have friends with pets, I thought it would be cool to have a Guam-centric pet product line. Plus, it would be a great gift for Guamanians who have family members abroad who have pets and are looking for "Guam" products for them. So that's what spawned this idea. Puppy Love Guam is all about bringing the

island style to your four-legged friends with tropical gear and apparel. Aside from island-themed apparel, we also have toys and accessories that make great gifts for pet lovers but are also practical and affordable. The key was to create products that I myself would buy for my pets at a price that wasn't unreasonable.

## Q. Why did you decide to start your own business?

**A:** I've always wanted to have my own business, but until Puppy Love Guam, I didn't really have a clear idea of what that business would be. I decided to start Puppy Love Guam because (as every pet owner probably knows) it became increasingly difficult to get quality, affordable pet products that fit, especially for my "big-boned" golden retriever. It's something nobody else does and I absolutely love every aspect of this business. From designing different products, reading about trends, talking with pet owners about what they want to see everything! My only regret is not coming up with this idea sooner.

## Q. What was the start-up process like?

**A:** Lots and lots of trial and error. Because it was a new idea, I literally had to start from scratch, down to the basic patterns of the collars and leashes. I developed a close relationship with my manufacturer because she never had experience creating pet products, let alone clothes for pets. It was a big learning experience for both of us.

## Q. What were some of the biggest challenges you experienced in the start-up process.

**A:** I think the biggest challenge I had to face was staying positive through cynicism. I mean, of course, money is always a challenge, but I didn't think that was the biggest issue. It's a scary thing to put your heart and soul into something, not to mention your savings, and then have people who look at you like you're crazy to even think this business would work. But I wanted to prove that I could do it, and I had the support of my family and friends, so I just tried to stay positive as much as I could. Starting the business isn't the difficult part — it's sticking through it.

## Q. What is your most memorable triumph in your start-up process?

**A:** It's a relatively simple thing, but during a social event, I met a lady for the first time, and she said, "Aren't you the Faye that does Puppy Love Guam?" It was so exhilarating to know that people were learning about Puppy Love Guam and that they felt it was worthy enough to share with their friends. This year, I also made agreements with four vendors to sell Puppy Love Guam at their stores, with more in the works. I'm extremely excited to see it expand even further with more products and a broader reach :)

## Q. What advice would you give to others who want to start a business?

**A:** Create a working business

## Owner: Faye Varias

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 ● [fayevarias@gmail.com](mailto:fayevarias@gmail.com)  
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[www.puppyloveguam.com](http://www.puppyloveguam.com)  
 ● Twitter: [twitter.com/puppyloveguam](https://twitter.com/puppyloveguam)  
 ● Facebook: [facebook.com/puppyloveguam](https://facebook.com/puppyloveguam)  
 ● Shop Online at [www.puppyloveguam.etsy.com](http://www.puppyloveguam.etsy.com)  
 Available at these retail outlets:  
 ● Opus One  
 ● Memories 4 Ever Kiosk at GPO  
 ● Isla Veterinary Clinic  
 ● Harper's Veterinary Hospital  
 ● Chamorro Village Wednesday Night Market

plan and plan for the worst case scenario. Do something not because you think it will make money, but because you absolutely love it. Seek advice and always welcome criticism so you know where you can improve. I sought the assistance of Denise M. Hertlset, business counselor at the Guam Small Business Development Center. We continue to talk whenever I have a question or need additional technical support in my business.

## Q. Who would you like to thank?

**A:** I'd like to give credit to my mom and dad for the endless hours of free advice and help they provided (and continue to provide) during the start-up of this business, as well as to my brother Mikey and my partner Bryan for their support. I'd also like to give a special shout out to all my friends for letting me exploit their pets as test subjects for the pet apparel as well as to Guam Animals In Need for their support and great sounding board for ideas and suggestions.

For more information about the UOG-Guam SBDC Bank of Guam Women in Business Program contact Denise Mendiola Hertlset at 671-735-2594 or [denise@pacificsbdc.com](mailto:denise@pacificsbdc.com).



# CNMI SBDC OPENS

The Commonwealth of the Northern Mariana Islands Small Business Development Center (CNMI SBDC) is a member of the Pacific Islands SBDC Network (PISBDCN). The PISBDCN's mission is to support the growth and economic development of the US affiliated islands in the western pacific region by providing high quality training and free one-on-one confidential counseling to existing small businesses and to small business start-ups. Opening its doors on the 15th of

Location: CNMI Department of Commerce  
 Pohnpei Way Capitol Hill, Saipan 96950  
 Telephone: (670) 664-3044  
 Hours of Operation: Monday thru Friday 8:00am-5:00pm  
[www.pacificsbdc.com](http://www.pacificsbdc.com)

June 2010, the community members of the CNMI is now able to avail themselves of these services that are also being provided not only in this part of the region but nationwide. In partnership

with the University of Guam, CNMI Department of Commerce & Commonwealth Development Authority (CDA) with the support of the Small Business Administration (SBA), the CNMI SBDC is now the 7th Member of the Network. The PISBDCN is a member of the Association of Small Business Development Centers along with 62 other Networks. The CNMI SBDC is now one of 1000+ Service Centers. The PISBDCN extends its welcome to the CNMI SBDC to its family.



Mr. Gary Liddle, SBDC director





# A Small Fishing Venture Gets Established in Laura Village

By RMI SBDC

Mr. Hiram Nuna has always wanted to expand his business called R & H Small Business by adding another business activity that involves various fishing activities. He has been running his current business for more than two years supporting and satisfying the needs on imported products (foods and household items) of the people of Laura community including other nearby communities as well as visitors on a daily basis.

After much thought and great desire, Nuna proceeded to seek the assistance of the RMI Small Business Development Center. At the time of his first visit (June 1st 2010), Nuna was briefed on the business plan development process and bank requirements to acquire much needed funds to meet his expansion plans. Numerous counseling sessions ensued thereafter ending with the final completion of his proposal followed by submission to the bank. The Bank of the Marshall Islands (BOMI) was the chosen one. After more than a month of waiting, Mr. Nuna received good news from BOMI that his business proposal had been reviewed and approved.

Hiram Nuna then made contact with RMI SBDC to share the good news. This favorable decision allowed for the creation of three (3) new jobs for his fishing venture. He also mentioned that his two current employees

who work at his small store were retained as the result of good work performance.

Besides running my own business and be able to meet and satisfy the needs of my family, I always dreamed of helping others to get into the world of work so they in turn can help their family with their daily needs, Mr. Nuna said. Mr. Nuna continued on and expressed that he is so grateful and thankful for the assistance that he had received from the RMI SBDC as well as the Bank of Marshall Islands to be able to obtain the funding needed to achieve yet another milestone.

The RMI SBDC of the Ministry of Resources and Development and the Bank of Marshall Islands (BOMI) would like to congratulate Mr. Nuna and also wish him great success in all his future endeavors.

The RMI SBDC is a member of the University of Guam's Pacific Small Business Development Center Network (PISBDCN). The PISBDCN's mission is to support the growth and economic development of the U.S. affiliated islands in the Western Pacific region by providing high quality one-on-one confidential counseling and training to existing small businesses and to small business start-ups. For more information regarding the RMI SBDC's upcoming trainings/workshops or other services, contact the Center at (692) 625-3685 or visit [www.pacificsbdc.com](http://www.pacificsbdc.com).



Mr. & Mrs. Hiram Nuna at the RMI SBDC.

## RMI SBDC Training Schedule for August to December

Date	Topic	Time	Venue
August 25, 2010	Financial Statements	10:00am - 12:00 noon	RMI SBDC
August 26, 2010	Marketing	10:00am - 12:00 noon	RMI SBDC
September 16, 2010	Tax and Revenue	10:00am - 12:00 noon	TBA
October 28, 2010	Customer Service	10:00am - 12:00 noon	RMI SBDC
November 16, 2010	Tax and Revenue	10:00am - 12:00 noon	TBA
December 9, 2010	Sales Forecasting	10:00am - 12:00 noon	RMI SBDC

All workshops are open to all qualified small business owners, managers, key personnel and individuals planning or thinking about starting small business ventures. All workshops are FREE. For more information, please contact the Center at (692) 625-3685 or visit [www.pacificsbdc.com](http://www.pacificsbdc.com).



Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.