

Visit our website at www.pacificsbdc.com

Join the Team
Solve the riddle of the exporter
Page 2

INSIDE

- Assistive technology now available at SBDCPg 3
- Virtual advisorPg 4
- Women and negotiations across culturesPg 4
- Environmental company opens in YapPg 8
- Bookkeeping basics for small business ownersPg 8
- Small business tips for representing to your customersPg 9
- Didej fishing company opens in MajuroPg 11



U.S. Small Business Administration
SBA
Your Small Business Resource

The Pacific Islands Small Business Development Center is a program supported by the U.S. Small Business Administration under a cooperative agreement and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions, or services of any external parties or activities. This material is based on work supported by the U.S. Small Business Administration. Any opinions, findings, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

Editorial/Production Staff

Rindraty Celes Lintiao, President, G.P.I.
Pacific Island Small Business Development Center Network, Editorial
Jae Fermin Medina, Advertising Director



Santo Niño Recovers from Fire

By: Denise Mendiola Hertslet

Guam SBDC Business Counselor/WIB Program Director

Cecilia Sarga, owner of Santo Niño Store, always wanted to own a business but didn't anticipate what would happen soon after her doors opened. Originally located at the People's Bazaar I in Compadres Mall, Santo Niño Store sold everything from gifts, sundries, snacks, and yes, miniature saint statues. Not long after she opened her business, a fire broke out in the middle of the night and damaged most of the vendor stalls in the building. With much heartache, she and the other

Santo Niño Store
▲ Owner: Cecilia S. Sarga
▲ Type of Business: Retail
▲ Location: Peoples Bazaar I, Compadres Mall
▲ Hours of Operation: 10am-7pm
▲ Contact information: 989-NINO (6466)

vendors cleaned up their areas and removed what was salvageable. Then she moved into another space next to the People's Bazaar II with the hope of starting over and recovering her losses. One of the smartest things she did was purchase business insurance

continued on page 4

The PISBDCN welcomes its newest member to the Guam SBDC Family

By PISBDCN/SBDC

Kenneth Beckham is the new Business Counselor with the Guam Small Business Development Center (SBDC) located at the University of Guam. In his role, Kenneth Beckham is assisting to increase activities related to business startup and expansion with emphasis on microcredit enterprises and creating the next generation of entrepreneurs. Microcredit programs allow for low to moderate income individuals realize their dream to own a business, have the ability to create jobs and retain jobs, increase their income, assets



Kenneth Beckham, Guam SBDC Business Counselor

and be a part of the mainstream of our society. The establish-

ments of microcredit enterprises play a vital role in support of economic growth and development on Guam and the region. Ken is also assisting in counseling and training of a new generation of entrepreneur(s) who want to start or expand their business. This focuses on job creation and capital infusion.

Prior to starting with the SBDC, Ken's experience includes being an independent businessman / entrepreneur for 40 years, owned and managed retail businesses, manufactured products in Europe and Asia, and has distributed goods worldwide. As the 'founder' for a patented technology product, he became President of a startup

company which he maneuvered through financial underwriters on Wall Street to take the business public (IPO.) In addition, he has served a major Building Materials Distributor on a board position and as an adviser to a financial firm specializing in financial management planning to medical professionals. His career has been replete with an extensive focus on developing plans both business and personal. He holds a BA in Business Administration and earned an MAED (Training and Development). Additionally, Ken has made presentations to

continued on page 2



The PISBDCN welcomes its newest member to the Guam SBDC Family

continued from page 1

groups as large as 500 (on retail business management) and as diverse as bicycle manufacturers in Tianjin, China (regarding liability insurance for USA deliveries.). He has a broad background covering all

segments of the business world. The Pacific Islands SBDC Network (PISBDCN)/Guam SBDC welcome its newest member to the SBDC Family.

For those interested in starting and/or expanding a business, please contact the Guam

SBDC at 735-2590 or visit the Center located at University of Guam Leon Guerrero School of Business & Public Administration Building Room #148.

The University of Guam PISBDCN is sponsored in part by the U.S. Small Business

Administration (SBA) under a cooperative agreement. The support given by the U.S. SBA through such funding does not constitute an expressed or implied endorsement of any of our co-sponsors and/or participant's opinions, products, or services.

Guam Small Business Development Center

presents ...

**The
Riddle
of the
Exporter**

INTERACTIVE TRAINING TO CONQUER THE WORLD OF EXPORTING

May 11 & 12

8:30am to 4:30pm

Hyatt Regency Hotel

Tumon, Guam

\$75 per participant
(Includes lunch both days)

EXPORTING is sophisticated, complicated and the wave of the future. Don't be left behind!

Two Day Interactive Workshop will teach YOU the Following

- Key elements & step-by-step process to successful exporting: know how to export several products to different countries.
- International product classification
- International market research
- Legal issues
- Transportation & logistics
- International payments
- International cross cultural communications & negotiations

Both days YOU will utilize case studies, online research and group participation to teach the practical application of export essentials.

Don't delay! The exciting world of exporting is waiting for YOU!

Last Day to PRE-REGISTER
May 10, 2011
5pm UOG Guam SBDC Rm#148

SAVE A SEAT-REGISTER TODAY!!!! Space is limited!!

Guam SBDC Room #148 located at the University of Guam (UOG)
Leon Guerrero School of Business & Public Administration Building, call 735-2590 OR
email Laurine Sablan at laurine@pacificsbdc.com



Figures for reasonable contributions to persons with disabilities must be made to the UOG to receive the services. The University of Guam is a Pacific Islands Small Business Development Center Network is sponsored and partially funded by the U.S. Small Business Administration (SBA). The University of Guam is an equal opportunity provider and employer.

Pacific Business Partners
Officers, Staff and Board Members



Pacific Islands Small Business
Development Center Network
Location: University of Guam, UOG Station
P.O. Box 5014, Mangilao, Guam 96923
Telephone: (671) 735-2590 • Fax: (671) 734-2002
Website: www.pacificsbdc.com

Casey Jeszenka, Network Director
casey@pacificsbdc.com
Georgette F. Reyes, Associate Network Director
georgette@pacificsbdc.com
Betsy Chagualaf-Iriarte, Network Operations Manager
betsy@pacificsbdc.com

Guam SBDC
P.O. Box 5014, Mangilao, Guam 96923
Telephone: (671) 735-2590 • Fax: (671) 734-2002
Denise Mendiola Hertslet, WIB Program
Coordinator/Business Counselor
Fred Granillo, Business Counselor
Lorie Sablan, Administrative Assistant

Chuuk SBDC
P.O. Box 1143, Weno, Chuuk,
Federated States of Micronesia 96942
Telephone: (691) 330-5846 • Fax: (691) 330-5847
Email: chuuksbdc@mail.fm
Ketsen Haregaichig, Director/ Counselor
Fritz Hartman, Business Counselor
Cassandra Dereas, Office Manager

Commonwealth of the Northern Mariana Islands
(CNMI) SBDC
Caller Box 10007, CK
Saipan, MP 96950
Telephone: (670) 664-3018
Fax: (670) 664-3067
Ralph Yumul, Director/Counselor
Linda Cabrera, Office Manager

Yap SBDC
P.O. Box 1171, Colonia, Yap,
Western Caroline Island 96943
Telephone: (691) 350-4801 • Fax: (691) 350-4803
Email: YSBDC@mail.fm
James Limar, Director
Monica Tinag, Counselor
Jacinta Primo, Office Manager

Republic of the Marshall Islands (RMI) SBDC
P.O. Box 1727, Majuro,
Marshall Islands, 96960
Telephone: (692) 625-3685
Email: rmisbdc@ntamar.com
Anel Philimon, Director
Leeno Aikuji, Office Manager

Palau SBDC
P.O. Box 9, Koror,
Republic of Palau 96940
Telephone: (680) 587-6004 • Fax: (680) 587-1549
Email: palausbdc@palaunet.com
Lisa Abraham, Director
Eufasia Willes, Office Manager

Kosrae SBDC
P.O. Box 577, Tofol, Kosrae State,
Federated States of Micronesia 96944
Telephone: (691) 370-2751 • Fax: (691) 370-2066
Email: kbdac@mail.fm
Skinner Jackson, Director
Atalia Jackson, Office Manager

PISBDCN Advisory Board
Mike Ady, Chairman (Guam)
Phillip Reklai, Vice Chairman (Palau)
Casey Jeszenka, Secretary (PISBDCN/Guam)
Marcel Camacho, Member (Guam)
James Gilmar, Member (Yap)
Robert Pinho, Member (RMI)
Fred Skilling, Member (Kosrae)
Mason Fritz, Member (Chuuk)
Marie Mesa, Member (Guam)
Anita Enriquez, Member (Guam)
Rindraty Limtiaco, Member (Guam)
Christine Quichocho, Member (Guam)
Gloria Molo, Ex-Officio (GEDCA)
Ken Lujan, Ex-Officio (SBA)



Assistive Technology Devices Now Available at Guam SBDC

BY: Guam SBDC

Small business is a growth industry throughout the world including our beautiful island of Guam. Individuals with disabilities are among those who are taking part by starting up businesses.

Calling it a new & improved computer training lab, the Guam SBDC recently acquired assistive technology devices with the help of the UOG's Guam Systems for Assistive Technology (GSAT) Office to identify the right systems to be used to improve the quality of services to people with disabilities. Assistive technology as we know is a key breakthrough which has enabled people with disabilities to compete as small business owners. It helps to increase, maintain, or improve the functional capabilities of these individuals. The different types of assistive technology available at the Guam SBDC to a small business owner with learning, hearing, visual, or physical disabilities include:

▲ **JAWS**, a screen reader program designed to allow even totally blind people to use the computer. It converts the text and icons to speech so one can use a computer without needing to see the monitor. With its internal software speech synthesizer and the computer's sound card, information from the screen is read aloud, providing technology to access a wide variety of information,

education and job related applications. JAWS also outputs to refreshable braille displays.

▲ **FOCUS 40 BRAILLER DISPLAY**, portable and adjustable refreshable braille displays. Include easy-to-remember braille commands and Braille settings. Used with the JAWS screen reader, the refreshable braille cells act as a tactile monitor that allows users to navigate and read information in dynamic braille.

▲ **DRAGON NATURALLY SPEAK**, a professional speech recognition system that is faster and more accurate than ever. Dragon NaturallySpeaking speech to text software delivers up to 20% more accurate results. Your transcribed words now appear on the screen in half the time it took in the past. You could create email, documents and spreadsheets on the fly, simply by speaking. Surf the Web by voice or dictate and edit in Microsoft Word and Excel, Corel WordPerfect, and most other Windows-based applications. New Quick Voice Formatting makes it easier to format, delete, and copy words and passages with a single command. Dragon never makes a spelling mistake, and it actually gets smarter the more you use it!

▲ **ZOOM TEXT MAGNIFIER/READER**, seeing and hearing everything on your computer screen is clearer than ever with zoom text. ZoomText's xFont magnification displays high-



(sitting) Mrs. Lee Cruz (business owner), Delores Palaomo (AT Grant Assistant, GSAT Office; (back, from left): Georgette Reyes (PISBDCN), Denise Hertslet (Senior Business Counselor/BOG WIB Program Coordinator), Casey Jesczenka (Network Director & Carla Torres (AT Specialist, GSAT Office).

definition text that you'll recognize effortlessly. With our NeoSpeech synthesizers, your applications and documents are read aloud by friendly, human-sounding voices – right through your computer's speakers. And with ZoomText's productivity tools, finding what you're looking for is

quick and easy.

▲ **Big Keys LX**, a large keyboard with 60 large, chunky keys, including access to function keys.

▲ **Ameriphone Q90D Digital TTY Phone**, special phone that lets people with various hearing or speech disabilities use the telephone to communicate. The TTY phone can be used to send text over the phone by someone who cannot hear and then they can read what the other party says on the text display of the TTY phone. A TTY is required at both ends of the conversation in order to communicate in this manner.

Interested individuals wanting to start or expand a business, please call the Guam SBDC at 735-2590 or visit the Center located at the UOG Leon Guerrero School of Business & Public Administration Building Room #148.

The Guam 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 training and one-on-one confidential counseling to existing small businesses and to small business startups.

Guam SBDC Training Schedule

Friday, May 6th (8:30am-11:00am)

"How to Start a Business Plan"
Presented by UOG Guam SBDC
Fee: \$20 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Friday, May 13th (8:30am-11:00am)

"How to Write a Business Plan"
Presented by UOG Guam SBDC
Fee: \$20 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Friday, May 19th (8:30am-11:00am)

"How to Handle Customer Complaints & Gain Customer's Trust"
Presented by Toshie Ito, Motiva Training
Fee: \$30 per person
Location: UOG Guam SBDC Room # 148 Leon Guerrero SBPA Building

Thursday, May 26th (12:00pm-2:30pm)

"Women In Business Workshop (WIB): Researching & Analyzing the Market"
Presented by UOG Guam SBDC-Bank of Guam Women in Business Program
Fee: \$20 (includes lunch); pre-registration deadline: May 25, 5pm UOG Guam SBDC Rm# 148
Location: Bank of Guam Headquarters 2nd Floor Conference Room, in Hagatna

Friday, May 27th (8:30am-11:00am)

"How to Prepare A Financial Plan"
Presented by UOG Guam SBDC
Fee: \$20 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Wednesday, June 01st (8:30am-11:30am)

"Introduction to MICROCREDIT"
Presented by UOG Guam SBDC

Fee: FREE

Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Friday, June 03rd (9:00am-11:30am)

"Guerrilla Marketing"
Presented by Guest Trainer: Rodney Webb, Small Business "Know-How"
Fee: \$30 per person
Location: UOG Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Friday, June 9th (8:30am-11:00am)

"How to Deal with Customer's Verbal Abuse & Hostility"
Presented by Guest Trainer: Toshie Ito, Motiva Training
Fee: \$30 per person
Location: UOG Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Thursday, June 16th (8:30am-11:00am)

"How to Apply Work Ethics to Protect Your Business"
Presented by Guest Trainer: Toshie Ito, Motiva Training
Fee: \$30 per person
Location: UOG Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Friday, June 17th (8:30am-11:00am)

"How to Prepare a Marketing Plan"
Presented by UOG Guam SBDC
Fee: \$20 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Thursday, June 23rd (12 noon-2:30pm)

"Women In Business Workshop (WIB): Reaching the Market"
Presented by UOG Guam SBDC/Bank of Guam WIB Program
Fee: \$20 per person (includes lunch); pre-registration deadline June 22, 5pm UOG Guam SBDC Rm# 148
Location: Bank of Guam Headquarters 2nd floor

Conference in Hagatna

Friday, June 24th (8:30-11:00am)

"Quickbooks: Entering Sales, Receiving Payment and Making Deposits"
Presented by UOG Guam SBDC
Fee: \$50 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Friday, July 01st (8:30am-11:00am)

"How to Start A Business"
Presented by UOG Guam SBDC
Fee: \$20 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Friday, July 08th (8:30am-11:00am)

"How to Write A Business Plan"
Presented by UOG Guam SBDC
Fee: \$20 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Friday, July 15th (8:30am-11:00am)

"Quickbooks: Entering and Paying Bills"
Presented by UOG Guam SBDC
Fee: \$50 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Thursday, July 28th (12 noon-2:30pm)

"Women In Business Workshop (WIB): Building the Organization & Team"
Presented by UOG Guam SBDC/Bank of Guam WIB Program
Fee: \$20 per person (includes lunch); pre-registration deadline July 27, 5pm UOG Guam SBDC Rm# 148
Location: Bank of Guam Headquarters 2nd floor Conference in Hagatna

Friday, August 05th (8:30am-11:00am)

"Introduction to Financial Statements"
Presented by UOG Guam SBDC
Fee: \$20 per person

Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Friday, August 12th (8:30am-11:00am)

"How to Prepare A Financial Plan"
Presented by UOG Guam SBDC
Fee: \$20 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Thursday, August 18th (8:30am-11:00am)

"How to Prepare A Marketing Plan"
Presented by UOG Guam SBDC
Fee: \$20 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam

Thursday, August 25th (12 noon-2:30pm)

"Women In Business Workshop (WIB): Planning for a Profitable Business"
Presented by UOG Guam SBDC/Bank of Guam WIB Program
Fee: \$20 per person (includes lunch); pre-registration deadline August 24, 5pm Guam SBDC Rm# 148
Location: Bank of Guam Headquarters 2nd floor Conference in Hagatna

Friday, August 26th (8:30-11:00am)

"Quickbooks: Setting Up Inventory"
Presented by UOG Guam SBDC
Fee: \$50 per person
Location: Guam SBDC Room # 148 Leon Guerrero SBPA Building at the University of Guam



TO REGISTER for these workshops, please contact the Guam SBDC at 735-2590 or email Laurine Sablan at laurine@pacificsbdc.com. For more information, please visit our website at www.pacificsbdc.com. Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, call Guam SBDC at 735-2590. Services are extended to the public on a non-discriminatory basis.



The Guam SBDC thanks the GTA TeleGuam for donating the Spyder Broadband Internet Services to the Guam SBDC.





Women and negotiations between genders and across cultures

By: Denise Mendiola Hertslet

Guam SBDC Business Counselor/WIB Program Director

As business professionals, we find ourselves negotiating every day on practically everything and with almost everyone. It starts at home when we negotiate with the kids to brush their teeth and eat a healthy breakfast, to strategic negotiations with our colleagues to "see it our way", and usually ends at home when we negotiate with our spouses to just let us work a little longer in the evening. If your business is in the tourism industry or deals with federal contracting, you can add to the mix negotiations between genders and across cultures.

"Negotiations" is a communications process that takes place whenever you want something from someone else or they want something from you. Each situation is different and influenced by each party's skills, attitudes and style. There has been significant research conducted on the negotiating styles and differences between women and men and the effectiveness and success of each style. These studies have revealed that there may be both advantages and disadvantages to the stereotypical negotiation styles commonly associated with each gender.

Therefore, when you enter into business negotiations with your counterparts, it is important that you understand how they view the negotiations from their own cultural perspective. A successful Western businesswoman not only needs to understand how her international associates conduct business in general,

but also what cultural characteristics are part of the negotiations – such as stereotypical gender expectations due to the individuals' cultural upbringing. These initial traditional expectations are easily overcome if the negotiation is run effectively. Some of the best practices for women negotiating across cultures include:

- ▲ Establish a working relationship with your international partners; this includes creating a trusting environment and fostering open communication.

- ▲ Have orderly processes for the negotiation and keeping the negotiation on course.

- ▲ Create a cooperative, problem-solving attitude so that conflict issues can be easily discussed and resolved.

- ▲ Be well versed in the negotiation topic and issues.

- ▲ Have a formalized plan that includes goals and alternatives.

The negotiating process includes:

- ▲ Preparation: Properly preparing for a meeting with your counterparts is critical to your desired outcome. First, you must identify the objective for contacting that person. You need to know why that specific person can fill the objective at hand. Make sure you have other options to present.

- ▲ Information exchange: Establish a rapport with your counterpart. Identify yourself and why you want to meet the person. Engage in a conversation and form a connection. It is also good to solicit the other person's perspective. After you have successfully established a decent rapport, you should present your "agenda" to your counterpart by explain-

ing the purpose of your contact. You should outline your objectives in the simplest form and make the case for giving or getting involved in this deal.

- ▲ Bargaining: First make your initial request. After the "ask", pause and be silent. Let the other person absorb the information. If the initial request is not accepted, identify and address any concerns or objections, indicate the benefits for the contact, restate your case, and then ask again under "new terms".

- ▲ Closing and Commitment: Understand that you may need to have more than one conversation in order to come to an agreement. The goal is to turn an agreement into a commitment. It is important that you repeat the agreement, complete any documentation for the gift or pledge, and finally, announce the acceptance of the commitment.

While it is important for women business professionals to be aware of any stereo-typical gender and cultural expectations from their counterparts, it is critical that you remain focused on your goals and maintain your professional demeanor at all times. Not only will you have more chances of a successful negotiation process, you will earn the respect of your potential business partners.

For more information about the Bank of Guam Women in Business Program at the Guam SBDC, contact Denise Mendiola Hertslet at 735-2594 or denise@pacificsbdc.com or www.pacificsbdc.com.

CHECK IT OUT!

Virtual Advisor

FREE Online Small Business Training

The University of Guam Pacific Islands Small Business Development Center Network (PISBDCN) offers a series of rich media online workshops, providing a dynamic learning environment that is visually compelling and relevant to the needs of small business owners. The 26 workshops include interactive content, case studies, workshops, business assessments and questionnaires and are designed in a self-paced learning format, available 24/7 and best of all FREE of charge. To access log on to <http://www.pacificsbdc.com> and scroll down the home page to "ON-LINE TRAININGS" (left menu bar) -Virtual Advisor SBDC. Each workshop provides real world business strategies and industry knowledge from entrepreneurs who have succeeded. The workshops provide in-depth strategies and solutions to help business owners manage, operate and build their business. Rather than approaching topics with a broad stroke, the workshops go in-depth to provide strategies and solutions that address today's competitive business environment. The series of workshops focus on Starting Your Business, Financing, Marketing, Sales, Growth Strategies and Business Planning.

The workshops were designed and produced by Virtual Advisor Interactive, a leading product development and multimedia production company providing unique, interactive marketing and e-learning products for the Financial Services, Education and Healthcare industries as well as corporations targeting the small business market.

Santo Niño Recovers from Fire

continued from page 1

and sought the assistance of her business counselor at the Guam SBDC. Today, Santo Nino Store is up and running and Cecilia is already thinking of her next opportunity to expand.

Here is an interview with Cecilia Sarga:

DH: Please tell us about yourself and your family

CS: My name is Cecilia S. Sarga. I am 45 years old. I have been married to Rodelio R. Sarga for 23 years. I have two children. Rodelio Jr. is 19 years old and is currently enrolled at Guam Community College, studying nursing. My youngest child is Melanie, 17 years old, and a senior at Simon Sanchez High School. She will be graduating in May 2011.

DH: Why did you decide to start your own business?

CS: I decided to start my own business while working for DFS. At the time I was only selling phone cards. As the demand for phone cards sales increased, I decided to open up a small retail shop. That was the start of my

business venture. My reason for starting a business was basically to become my own boss. I wanted to be able to commit to something I enjoyed doing and knew well, which was general sales.

DH: What experience do you have in this type of business?

CS: I've worked as a sales associate for 14 years at DFS. I tool all the necessary training, such as customer service, product knowledge and Japanese language. Also, before working for DFS, I worked as a head cashier for 8 years at Payless Supermarket. I can honestly say that most of my experiences came from working and training at these two companies, which valued customer service very much. My husband also contributes to my business experience. He has been a stock clerk for 23 years at Payless Supermarket.

DH: How did the Guam Small Business Development Center and other resources help you?

CS: Guam SBDC and other resources helped provide me with opportunities to expand my business. I enrolled in several workshops, in order to gain knowledge on how

to start and maintain a stable business. Also, I recently joined the SBDC microcredit training program in order to build my business self-esteem and acquire a reasonable loan from the Pacific Islands Microcredit Institute.

DH: What was the business start-up process like?

CS: One thing I learned in one of the workshops was that "it is easy to open a business, but harder to keep/maintain it." At first, business is slow. This is mainly because your business is not established yet.

DH: What were some of the biggest challenges you experienced in the start-up process?

CS: I experienced various challenges. My biggest challenge was having no financial funds to support my business. I also had conflict with similar competitors.

DH: What is your most memorable triumph?

CS: My biggest triumph was starting out from nothing to having my own retail shop. Over the years, as my sales increased, I added merchandise to sell and establish my

own retail shop.

DH: What are your short-term and long-term plans for your business?

CS: My short term plan is to expand my business. I would make my shop even bigger. My long term plan is to generally wholesale to different businesses and at the same time retail.

DH: What advice would you give to others who want to start a business at this time?

CS: My general advice to others who want to start a business is to engage in all SBDC or other business workshops, just like I did. This will help them learn how to get a good start in their business. Also, once they open their business, get insurance for content.....just in case something unexpected happens!

Interested in starting or expanding a small business, call the Guam SBDC at 735-2590 to make your first appointment with a Business Counselor! Visit our website at www.pacificsbdc.com!



Palau SBDC launches Year 2011 with numerous workshops

By Palau SBDC

During its first quarter (January ~ March) of 2011, The Palau Small Business Development Center (Palau SBDC), offered business-related workshops to existing business owners and interested individuals. With the support of the Center's Resource Partners namely Global Resources and Social Security Administration, hosted human resources sessions with tax and licenses as the first message of the year. "With awesome turnout, the service center hopes to continue to pursue the same topics for businesses to invest in their local employees", comments Lisa Abraham, center Director, Palau SBDC.

The Palau SBDC continues to promote its services and future workshops to be offered every month. Future workshops are promoted through the distribution of fliers that are posted at all large shopping centers, government public bulletins, and advertised in Eco-Paradise radio station 87.9 FM. Workshops are



Group Picture: HR Training topics on: 1) Showing our TRUE COLORS and 2) Communications Skills Training

open to all qualified small business owners, managers, key personnel and individuals wanting to start or expand a small business venture. Fees for each workshop are offered at low to no cost, please call the center at (680)587-6004 during governmental working hours or e-mail lees@pacificsbdc.com/ palausbdc@palaunet.com for more information.



Social Security Administration's Janice Matthew emphasizes on tax regulation while the participants look on...



Exercise: Concentrating on given exercises, they are prioritizing their needs versus wants...Business Plan and Financial Projection workshops.

Palau SBDC welcomes New Employee

By Palau SBDC

Eufasia R. Willis, a mature with vast experience in the service industry, and as an entrepreneur joins the Palau SBDC Team after being with the Bureau of Immigration for two (2) years. Ms. Willis joined the Palau SBDC on January 01,



Ms. Abraham.

Her role includes 2011 as an Office Manager to help and assist the Center Director, Ms. Lisa K. Abraham on the day-to-day operations. "Still a two-woman operating office, Ms. Willis contributes a great deal to the center in her capacity as Office Manager", notes Ms. Abraham. Her role includes

general office work as well as small business research work, conduct surveys, and coordinate center programs. Similarly, have great communication skills and excellent interpersonal skills.

Ms. Willis who attended Hawaii Loa College majoring in Political Science also traveled for many years before returning home. Following her return with her family

in the early 1990's, her desire to start her very own business became apparent. In 1995, Eufasia started a restaurant business and to date remains in operation. The knowledge and experience she has obtained brings greater value to her role as the Palau SBDC Office Manager. With that, "we are confident that with Ms. Willis' educational, international

encounter, and business background, will bring positive providence to the service center, comments Lisa K. Abraham, Service Center Director, Palau SBDC. The Palau SBDC Advisory Board Members, Mr. Phillip Reklai, Mr. Harley Fletcher, and Ms. Mary Ann Delemel extend their warmest welcome to Eufasia "Effy" R. Willis to the SBDC Family.

Palau SBDC Training for May-Aug. 2011

| Date: | Title | | |
|----------------|-------------------------------------------------------|-------------------------|-------------------------------------------------------|
| May 18, 2011 | How to develop your Business Plan | July 11-14, 2011 | QuickBooks Hands-On Training |
| May 19, 2011 | How to develop your Projected Financial Statements | July 26-28, 2011 | Intro to Accounting |
| May 25, 2011 | Tax & Licenses with Division of Tax and Revenue | August 02, 2011 | How to apply for a loan with Bank of Guam |
| May 26, 2011 | Tax & License with Social Security Administration | August 03, 2011 | How to apply for a loan with Bank Pacific |
| June 6-9, 2011 | QuickBooks Hands-On Training | August 04, 2011 | How to apply for a loan with Nat'l Dev. Bank of Palau |
| June 14, 2011 | How to apply for a loan with Bank of Guam | August 09, 2011 | How to develop your Business Plan |
| June 15, 2011 | How to apply for a loan with Bank Pacific | August 10, 2011 | How to develop your Projected Financial Statements |
| June 16, 2011 | How to apply for a loan with Nat'l Dev. Bank of Palau | August 23-25, 2011 | Intro to Accounting |
| June 28, 2011 | How to develop your business plan | August 30-Sept 01, 2011 | QuickBooks Hands-On Training |
| June 29, 2011 | How to develop your Projected Financial Statements | | |

Presentation by: Palau SBDC and Resource Partners

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 for persons with disabilities must be made 72 hours in advance. For arrangements, please call Palau SBDC at (680)587-6004. Services are extended to the public on a non-discriminatory basis.





Small Business Tips

Make Customers Feel Comfortable

Be helpful and pleasant. Train your employees to be patient with consumer questions that to your trained technical staff seem simple. A comfort level and trust is built upon the foundation of the relationship your customers develop with front line service personnel. Be sure there are systems in place to manage the production side of the business. You want your front line service employees to dedicate time to the customers not production. The bottom line for the customer is the service

provided and customer service factors heavily into the equation.

Do you have a policy on how to address service errors? Do you know how to handle a disgruntled customer or a customer pushing for special discounts? Your employees need to know how you want them to handle such situations. And, you as the owner need to establish parameters for dealing with the small percentage of customers who are difficult to serve.

Be Honest

In all business dealings, honesty is the best policy. No one

likes to hear that a service problem has not been solved or that the resolution will take longer than expected. If there is a service delay for any reason, tell customers right away. "No one told me the job would not be done" is a frequent complaint in a service setting. Be proactive. While the customer wants work completed quickly, he or she will be more willing to accept a delay when told before returning to the service shop, only to find that the work is not yet completed. You must continually gain consumers' trust. Provide the consumer with all details for the service and offer

a detailed bill to show specific charges.

If you would like to discuss customer service policies, employee training or processes for delivering quality service seek advice and guidance from technical assistance providers such as the Small Business Development Centers. Visit www.pacificsbdc.com to find the SBDC nearest you.

For interested individuals living in the Federated States of Micronesia Kosrae State, please call the Kosrae Small Business Development Center at (691)370-2751 or email Skiller

Jackson (Director/Small Business Counselor) at skiller@pacificsbdc.com

The Kosrae Small Business Development Center (Kosrae 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.

Kosrae SBDC Training schedule

The Kosrae Small Business Development Center (SBDC) trainings are open to all qualified small business owners, managers and key/personnel and individuals planning to open or thinking about opening small business ventures. Trainings are offered at NO CHARGE (FREE). For a list of the upcoming trainings, please call the Kosrae SBDC at (691)370-2751 or email skiller@pacificsbdc.com. Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please contact the SBDC at (691)330-5846. Services are extended to the public on a non-discriminatory basis.



The PISBDCN welcomes its newest members to the Commonwealth of the Northern Mariana Islands (CNMI) Small Business Development Center

As of March 2011, Ralph N. Yumul & Linda Cabrera became the new hires for CNMI Small Business Development Center (SBDC) located at the Department of Commerce in Capitol Hill, Saipan.

Before starting with the SBDC, Ralph's experience comes from wide range of family owned businesses ranging from construction, retail store to restaurants. Ralph's experience includes 10 years of



Ralph Yumul,
CNMI SBDC
Director/Business
Counselor

operating a franchise operation known as "Jollibee Restaurant". In 2005, he became owner and co-founder of Advance Group LLC/

Advance Exterminators and Advance Pest Solutions. It is currently CNMI's largest pest control operators. Ralph currently holds a Bachelors Degree in Business. In addition, Ralph taught adult basic education basic algebra and consumer economics at

Northern Mariana College's. Ralph's years of entrepreneurial experience and academic credentials brings great value to SBDC's role to assist the CNMI's economic growth & development.

Linda Cabrera is serving as the Office Manager. She currently holds a B.S. degree in Business Education from the University of Nebraska-Lincoln, Lincoln Nebraska. In 2004, she served as the accountant for the



Linda Cabrera,
CNMI SBDC
Office Manager

Municipality of Saipan Mayor's Office. In 2006, she became the Governor's Special Assistant for Programs and Legislative Affairs prior to moving to Department of Commerce and as the Executive Secretary in 2008 to February 2011. The function of running a small business is also no stranger to Linda. She brings to the SBDC over 12 years of entrepreneurial experience managing her parent's family enterprise known as Esco's

Enterprises on Capitol Hill. In her role with the SBDC, Linda will now apply her acquired knowledge, abilities & skills to effectively perform as Office Manager and assistant to Ralph.

The Pacific Islands SBDC Network (PISBDCN) extends its warmest welcome to its newest member to the SBDC Family. For those interested in starting and or expanding a business, please contact the CNMI SBDC at (670) 664-3018 or visit the Center located at the Department of Commerce, Capitol Hill, Saipan.

CNMI Training announcement

"How to Start a Business" workshop dates:
"How to Write a Business" workshop dates:

May 17, June 21 & July 19
May 18, June 22, & July 20

Workshops will be held at the Saipan Chamber of Commerce. Start time 9:00 am-11:00 am.

Interested in starting and or expanding a business, The CNMI Small Business Development Center (SBDC) trainings are offered at NO CHARGE (FREE). For more information, please call the SBDC at (670)664-3018 or email Linda Cabrera at linda@pacificsbdc.com or Ralph Yumul ralph@pacificsbdc.com. Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please contact the SBDC at (670)664-3018. Services are extended to the public on a non-discriminatory basis.



Yap Enviromental waste solutions company opens in Yap State

Client: John Kaborag
Interviewed by: Yap SBDC

1. Please tell us about yourself and your family.

My name is John Waayan Kaborag. I am the founder of Yap Environmental Waste Solutions (YEWS) which I started, immediately after Typhoon Sudal in 2004, to provide useful solutions and services to solid wastes and hazardous materials in Yap. My business is registered as a family corporation and is co-managed by my wife.

2. Why did you decide to start your own Business?

I made the determination and commitment to start my own business when I realized the dire need for a reliable refuse service provider in our community. Plus, I had been all along wanted to help my island community deal with the non-biodegradable wastes.

3. What experience do you have in this type of business?

I had worked only a few jobs before I started my business. My experience, therefore, was very limited, but with determination, some luck, and the help from the Yap SBDC, I am able to start and manage this line of business.

4. How did the Small Business Development Center and other resources help you?

Yap SBDC has helped in so many ways, from loan packaging, to financial statements preparation, to small business computer training, just to name a few. I mean, I would not be where I am today had I not sought assistance from the Yap SBDC.

5. What was the start up process like?

The start-up process was long and hard because there was no capital to start with. So I had to overcome all the financing requirements of the lender.

6. How did you fund your business?

I did it through a combination of

▲ Kaborag's Corporation, Inc.,
 DbA: Yap Environmental Waste Solutions Solid and Hazardous Waste & General Contractor Service Provider
 ▲ Owners: Philip W. Kaborag & Family
 ▲ Location: Nimar, Weloy
 ▲ Hours of Operation: 8am to 5pm
 ▲ Phone Number: (691)950-6955/350-4312

personal equity and debt financing.

7. What were some of the biggest challenges you experienced in the start-up process?

As I recall, a few of the challenges include not only accessing start up capital, but room for market expansion was almost impaired not because of limited demand, but because of the disposable purchas-

ing power of the average client, given the local economic conditions and the costs of running a business in Yap. The fuel crisis some years ago was the biggest of all challenges I had to overcome.

8. What is your most memorable triumph in your start-up?

My most memorable triumph in my startup is the feeling of being a contributor; being able to give something back to my island community. Also, to know that I have helped those whose needs are in line with the types of services my Company offers, ability to create jobs not only for myself but also for others. Lastly, a great feeling is that I know that I am my very own boss.

9. What are your short-term and long-term plans for your business?

My short-term goal is to make sure to pay off all company loans within a reasonable time frame. For the long-term, I want to continue to work towards providing dependable and affordable service to the all my

clients in Yap and make them happy..

10. What advice would you give to others who want to start a business at this time?

Try to use what you already have now to start your very own business and it has to come from your heart.

The Yap Small Business Development Center (Yap 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 FREE one-to-one confidential counseling and high quality training to existing small businesses and to small business startups. For more information, please the Yap SBDC at (691)350-4801 or email jamesl@pacificsbdc.com Visit www.pacificsbdc.com

Bookkeeping 101

By Fred Grandillo,
Guam SBDC Business Counselor

As a small business owner who needs to establish some type of record keeping system, the first question you should ask yourself is, how should my accounting system be set up? Well, a small business accounting system must be easy to use and provide the owner/manager with current information on a timely basis. The small business owner must first determine the accounting method that will be used. Most small businesses typically will use either the cash or accrual methods. The method

one uses is dictated by generally accepted accounting principles (GAAP) and perhaps the IRS, depending on the type of business you own.

The cash basis method of accounting records and recognizes revenues when it collects it and records and deducts expenses when it pays them. Usually, the business records depreciation using the tax method of depreciation. If the assets are minor, they are deducted when the business pays for them. Most sole proprietorships generally report income on a cash basis.

The accrual basis method of accounting records and recognizes revenue when it makes a sale

regardless of when the customer pays. The business records expenses when it incurs them regardless of when it actually pays the bills. If a business has a large amount of accounts receivable, inventory, accounts payable, accrued expense, and fixed assets, its financial statements will not be accurate unless it uses the accrual method of accounting, which GAAP requires in such circumstances. Typically, both individuals and corporations that maintain inventory for sale to customers are required to use the accrual method for determining cost of goods sold.

When considering an easy to use accounting system, it should integrate all the basic functions to

complete all the necessary transactions such as creating invoices, making deposits, making payments on bills, etc. One of the most popular and reasonably priced accounting systems is QuickBooks that incorporates all the subsystems every small business would need.

Most quality accounting systems should have the following subsystems:

An employee tracking system – details employee key information including compensation, personal and employment data.

A sales and account receivable system – records and tracks sales and payments against those sales. Also maintains customer informa-

tion.

A vendor and accounts payable system – records and tracks vendor expenses and payments against payables. Also maintains vendor information.

An inventory system – to record and track stock purchases including cost and quantity.

A property and equipment system – records and tracks capitalized assets and purchases and to record depreciation for both book and tax purposes.

A reporting system to produce monthly and year to date profit and loss statements, balance sheets and other financial statements.

Yap SBDC Training

Yap SBDC offers monthly Small Business Trainings at low to no cost. Trainings are targeted to those interested in starting or expanding their business. For upcoming trainings, contact the Yap SBDC @ telephone numbers (691)-350-4801/4802 or email address ysbdc@mail.fm Seating is limited to 25 participants per session. . Request for reasonable accommodations for persons with disabilities must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis. Call the Yap SBDC at (691)350-4801/2 for arrangements.





Small Business Tips: Retailers Represent Their Customers

Retailers must act as agents for their customers. You become a personal buyer in a sense. Your judgment in choosing appropriate, quality merchandise adds value to your business. You are not simply a wholesaler or distributor. You and your retail store should be a place where customers want to shop, because you provide a reliable source of what they desire. Customers do business with those businesses, which serve them well. Be sure your merchandise selection, displays, pricing and promotions all attract customers to your store. Foot traffic is important; both browsers and buyers need to be regular visitors.

Successful retailers understand the need for dealing with suppliers who will stand behind their merchandise, so that retailers can do the same. Seek out those vendors that will guarantee any item for store credit if the customer is not satisfied. Only when dealing with such suppliers can retailers offer the same warranty. You and the manufacturer want to deliver quality prod-

ucts; such policies allow both of you to control quality and customer satisfaction.

Today, retailing is vitally concerned with customer motivation. You want to know why they buy one product rather than another of similar price and quality. You also want to look for trends that may indicate the direction consumer tastes may take in the upcoming months or year. Follow industry trade data and demographic surveys carefully. Keep up-to-date on information about popular culture and hot, new products. Attend trade shows for new product and promotion ideas. Also visit competitors' stores. You need to know what else is out there—your customers know.

Customers today are better informed than ever before and they are bombarded with visual appeals to buy. Your promotions need to have impact to draw consumer attention, so you are not lost in the clutter of advertising messages in the marketplace. Retailers must employ well-educated and articulate sales personnel—

your sales force is the front sales line and their quality directly reflects on the quality of the store. You want everything in your store from merchandise and displays to sales people and return policies to reflect the style and preferences of your target consumers.

Also keep in mind the mobility of your customer base. People are continuously moving in and out of a store's market area. There is always a new audience to reach. Attract new customers and keep existing customers satisfied. If you are not located in a high traffic boutique district or shopping center, you must be particularly diligent in drawing new customers to your store.

If you would like to discuss retail merchandising, product selection or consumer loyalty you may seek advice and guidance of the technical assistance providers such as the Small Business Development Centers. Visit www.pacificsbdc.com to find the SBDC nearest you.

For interested individuals living in the Federated States of Micronesia Chuuk State, please contact the Chuuk Small Business Development Center at (691) 330-5846 or email the following:

Ketsen Haregaichig
(Director/Business Counselor)
at ketsen@pacificsbdc.com

Fritz Hartman (Business Counselor) at fritz@pacificsbdc.com

Visit the Center located in Nepukos Village across from Shigeto's Store near the boat pool area.

The Chuuk Small Business Development Center (Chuuk 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.

Chuuk SBDC Training announcement

The CHUUK Small Business Development Center (SBDC) trainings are open to all qualified small business owners, managers and key/personnel and individuals planning to open or thinking about opening small business ventures. Trainings are offered at NO CHARGE (FREE). Workshops are held at the Chuuk

SBDC located directly across the Shigeto's Store. For a list of the upcoming trainings, please call the Chuuk SBDC at (691)330-5846 or email cassandra@pacificsbdc.com or ketsen@pacificsbdc.com or fritz@pacificsbdc.com. Requests for reasonable accommodations for

persons with disabilities must be made 72 hours in advance. For arrangements, please contact the SBDC at (691)330-5846. Services are extended to the public on a non-discriminatory basis.





DIDEJ Fishing company opens in Majuro!

Microcredit Loan Program makes it happen

Client Name: Carlo Lankan
Interviewed By: RMI SBDC

Story: Carlos Lankan is a resident of Majuro Atoll. He currently holds land-rights in other areas of the outer islands throughout the Republic of Marshall Islands (RMI). His business management experience started with academic courses taken in High school and in a Junior College. It was around this time that Carlos started to develop an interest to possibly start a small business. Hence, entrepreneurship is no stranger to the Lankan family. Carlo's eldest brother was a business owner for two establishments (small retail store & a fishing company). As a result, Carlos had the opportunity for some hands on experience helping his brother run these businesses. This experience also helped to reaffirm his desire to actively pursue small business ownership.

Carlos stated that starting his own business he will definitely help to create jobs for the people of RMI. He commented on the fact that he continues to see the drop out and unemployment rates increase annually. He wants to be able to provide opportunities in hopes to see these numbers start to decrease.

Moving forward, Carlos knew that to be a successful small business owner it would require a lot of hard work, time and determina-



Carlos Lankan (Owner)

tion.

Having completed business courses, Carlos also knew that the very first step to starting a business is the development of a business plan.

His business plan would clearly define the step by step process to start his fishing business to include funding requirements. Carlos had some personal investments but knew that additional funds from other sources will be required to start. Knowing this first hand, Carlos then proceeded to meet with the lender of his choice to get information on the bank requirements. At this time, he

learned the business plan was also required along with other loan documents in order to apply for a microcredit loan.

Although, the task seemed a bit complicated Carlos was a determined individual and was destined to make his dream come true. The next step taken was a visit to the RMI Small Business Development Center (SBDC). Here at the SBDC, Carlos received advice and guidance to complete his business plan and loan documents. Carlos ability to persevere and meet the overwhelming tasks to get the paper requirements completed

was a true indicator that he was destined to be a small business owner. Carlos admits that the work was time consuming and at times frustrating.

However, with a great deal of determination and true commitment, months turned to weeks, weeks to days, days to hours then the final decision rendered by the lender.

DIDEJ FISHING COMPANY was soon to be opened!

Carlos Lankan now a small business owner and a contributor to the economic growth & development process of the RMI.

The RMI SBDC and Marshall Islands

DIDEJ FISHING COMPANY

▲ Location Address:
 Rita Village
 ▲ Phone:
 (692) 455-7001

Development Bank extend their congratulations to Mr. Carlos Lankan for a job well done!

When asked, what advice would you give to others who want to start a business at this time:

Carlo replied: 1. Start planning now 2. set your business goals and objectives, 3. Become committed 4. Reach high for better results.

Research is important. Learn all that you can about your competitors.

Lastly, be sure to seek the RMI Small Business Development Center's resources and programs.

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 one-on-one confidential counseling and high quality training to existing and small business startups. For more information regarding the RMI SBDC programs and services, please contact the RMI SBDC at (692)625-3685 or visit www.pacificsbdc.com.

RMI SBDC Training Schedule

| Date | Topic | Time | Venue |
|-----------------|----------------------------------|----------------------|----------|
| May 25, 2011 | Pre-Business Plan | 10:00am - 12:00 noon | RMI SBDC |
| May 25, 2011 | Keys to Growing Your Business | 10:00am - 12:00 noon | RMI SBDC |
| June 23, 2011 | Tax & Licensing with RMI Finance | | |
| | Tax and Revenue Division | 10:00am - 12:00 noon | RMI SBDC |
| June 24, 2011 | Business Plan Overview | 10:00am - 12:00 noon | RMI SBDC |
| July 20, 2011 | Recordkeeping | 10:00am - 12:00 noon | RMI SBDC |
| July 21, 2011 | Marketing | 10:00am - 12:00 noon | RMI SBDC |
| August 24, 2011 | Customer Service | 10:00am - 12:00 noon | RMI SBDC |
| August 25, 2011 | Business Plan Overview | 10:00am - 12:00 noon | RMI SBDC |



All 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 Free of Charge. Individuals interested in attending the workshops may call the RMI SBDC at (692) 625-3685 or email Leeno @ leeno@pacificsbdc.com. Request for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please call RMI SBDC at (692)625-3685. Services are extended to the public on a non-discriminatory basis.