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Your Small Business Resource

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ChamGlam Botanika: Infusing Local Herbs and Flowers into Eco-conscious Beauty Products

ChamGlam Botanika is owned by Ursula Herrera and PJ San Nicolas, who have extensive experience in herbalism and agriculture. After 13 years in Seattle, Ursula decided to return to Guam and learn more about the plant medicine of her Motherland. Upon returning, she quickly immersed herself in the perpetuation of âmot Chamoru. She aligned herself with the Hâya Foundation, which is a local non-profit organization that focuses on perpetuating the traditional plant medicine of Guam and the Marianas, and began her beloved apprenticeship with local herbal healers, suruhânu/a (yo'âmte). Being a lover of all things holistic and nature based, making local infused flower oils and flower tinted lip stains became an avid interest. By combining her expertise of plant medicine and love of luxurious eco-conscious beauty products, ChamGlam was born.

PJ San Nicolas received his B.S. in Tropical Agriculture in 2015. He has also been working with the Hâya Foundation as its nurseryman for their medicinal plant inventory. He has always had a strong entrepreneurial desire to own his own business. He also uses his experience and knowledge in purchasing farm land and engineering a design to grow ChamGlam's ingredients locally. They have a two year old son, Ifit. He loves cookies, kâdu, and picking flowers for Mama.

Why did you decide to start your own business?

We decided to start this business



ChamGlam Botanika products. Photo credit: Jess Merrill

because we want to provide luxurious, eco-conscious botanical skin care using the plant essences found here on our beautiful island. Accessibility of organic skincare products to our local consumers and a fair trade sourcing of plants is important to the health of our

community. In the end we harvest local herbs and flowers to create a product that our consumers can trust. Farm-to-Face.

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LCM Pharmaceutical Now Open: Palau's Only Independently Owned Pharmacy

By: Ltlatk Fritz
Center Director/Business Advisor
(Palau SBDC)

LCM Enterprise dba LCM Pharmaceutical became Palau's only independently owned pharmacy as its doors were officially opened for business on Saturday, January 28, 2017. The owner, Ms. Clarette Matlab, is a full-time,

licensed pharmacist who has been working at the Belau National Hospital for 20 years. She began her career as a nurse before moving into pharmaceuticals. During her eight-year tenure as a pharmacist, Clarette saw a need for better access and options for medications in the local community. Many times, patients are unable to get their prescriptions filled be-

cause of the shortage of supply at the national hospital. With the opening of LCM Pharmaceutical, Palauans have access to another source of affordable prescriptions.

She first approached Palau SBDC seeking assistance to start her business in 2009. It has been a long process of working out details for a

Continued on page 5

ChamGlam: Farm-to-Face...

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Owners of ChamGlam Botanika PJ San Nicolas and Ursula Herrera.

ChamGlam Botanika

Owner(s): Ursula Herrera, PJ San Nicolas

Type of Business: Eco-Conscious, locally made beauty products

Location: sold at GUMA Gallery in Chamorro Village

Hours of Operation:
GUMA Gallery hours: M,T, Th, F, Sa 10am-6pm, Wednesdays 10am-9pm, Sundays 10am-3pm

Contact information: Ursula 483-5252, chamglam671@gmail.com

only ways to become better. There were times when the whole process was intimidating and daunting, but the hands on experience and the guidance received was immeasurable. There were no wrong or dumb questions. SBDC and GUMA reiterated that even if you didn't make the incubation program, you'd still be able to take your business plan to a bank, CONFIDENTLY!

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

There was this one team exercise where I was able to actually see the concept that lived in my head come to life. It was illustrated so beautifully

by my classmate Amber. I was so emotional! The design concept changed and evolved since then, but it was at that moment that I knew that this daydream was going to come true. Oh and the day we got the call that ChamGlam Botanika was going to get funded! Yay! We made it through shark tank, or dolphin tank!

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

Short term- Getting the word out to our local community that we have an eco-luxe product. We want to provide our community with nontoxic alternatives to everyday beauty products, and be the inspiration to making cleaner and greener choices.

Long term- Creating more skincare products to fit our eco conscious lifestyle and needs. Guåhan's healing flora has a place in the green beauty world. ChamGlam aims to showcase our eco paradise life beauty internationally.

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

This all really started with a daydream. If you wake up every day thinking of owning your own business and it consumes you, do it! Our island has so much amazing talent and inspiring ideas. Don't hold back. We need to invest more into our local economy. Supporting local is the best way we can ensure a sustainable Guåhan

for our nenis. Invest your amazing ideas into Guåhan. We have the resources right here on our beautiful island to guide you. Make your daydreams come true!

You can find ChamGlam Botanika products at the GUMA Gallery in Chamorro Village from Monday thru Saturday between 10am – 6pm, Wednesdays are open until 9pm; and Sundays from 10am – 3pm.



Photo credit: Jess Merrill

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An Interview with Jessica Stout of Bonita Trading Co.

Jessica Stout is a wife, mother of three, and business owner of Bonita Trading Co. along with Joe Leon Guerrero & Margaret Leon Guerrero. This locally owned and family run business offers hair and baby accessories and kid-friendly apparel designs under their brands: Bonita Baby, Kidd Pacific, and The Original Guam Polo Collection. The brands are inspired by their children, culture, and love for Guam. Jessica discussed her business venture journey through the challenges and triumphs and also talked about what lies in store for Bonita Trading Co.



Jessica Stout snaps a photo in front of the Bonita Baby items at the Chamorro Village.

Please tell us about yourself and your family.

I'm a Wife (to Michael) and Mommy to 3 wonderful children: Celia, Michael and Olivia.

Why did you decide to start your own business?

My business was inspired by two things: A passionate hobby and the desire to pass on our culture to my children. I realized that the selection of unique and locally inspired children's gear was very minimal and found my niche in designing and creating, alongside my brother Joe, some kid-friendly designs that were Guam themed.

What experience do you have in this type of business?

I have an MBA and a background in sales and finance. While becoming a business owner seemed like a natural progression, I really didn't have any experience in the retail or craft business. I learned a lot from other business owners and artists. I also read through business articles and trade blogs online.

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

The Small Business Development Center really helped me to identify my business objectives, develop realistic

steps to reaching my goals, and formulate a solid direction to take my business. Even though I already have my business plan in full motion – it's comforting to know that if I have any other questions or concerns, the team at SBDC is always there to help me.

What was the start-up process like? How did you fund your business?

We self-funded our business from the start so our inventory was fairly small and selective to only the items we really wanted to bring to market. However, last year, we were fortunate enough to receive a grant which helped us launch our newest clothing line – the Guam Polo Collection.

What were some of the biggest

Bonita Trading Co. DBA Bonita Baby & Kidd Pacific

Owners: Jessica L.G. Stout & Joe Leon Guerrero & Margaret Leon Guerrero

Type of Business: Culturally inspired Baby Items and Family Apparel.

Location: Guam Art Boutique in the Chamorro Village, products can also be found at the GUMA Store in Chamorro

Village, Neni & Me in Tamuning, and the Two Lover's Point Gift Shop. In March 2017 – our storefront will be open in Hagatna directly beside Buzzcuts & Ponytails.

Hours of Operation: Monday – Saturday from 10:00am – 6pm

Online: www.bonitag Guam.com

Contact information: Jessica Stout, 483.4098 bonita-tradingcompany@gmail.com

challenges/experienced you experienced in the start-up process?

I believe in any business, funding is always a big challenge. We just started small and continued to reinvest in our business. We took baby steps to get to a comfortable point. Self-doubt was something I also had to get over. There were times I wondered if my business was going anywhere, but when I have customers send me photos of their babies and children in their Guam bibs or Guam Seal headbands or Hafa Adai tee shirts – that's when I know the challenges have been worth it.

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

I have two memorable triumphs: Starting a collective boutique with talented female artists from around the island was just amazing. You can't help but to draw inspiration from

like-minded women who just want to help lift you up. I have so much gratitude for the experience.

Also, being the recipient of the Guam Unique Merchandise and Art Grant was truly memorable. Having some of

Guam's most successful business men and women believe in you and your products is so encouraging.

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

For Bonita Baby and Kid Pacific, in the short-term, we are launching our very own storefront in just a few weeks. It is truly an exciting time for us. In addition, we have a lot of new ideas and designs that we will release throughout the year.

Longer term, we just want to continue on with our mission of cultivating and preserving our beautiful Chamorro culture through our kid-friendly products.

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

Starting a business is frightening and amazing all at the same time--but you won't ever regret believing in yourself and putting your ideas out there. All it takes is a vision, determination, and that very first step. I believe Guam is ripe for new businesses.

For more information on Bonita Baby and Kidd Pacific items, visit www.bonitag Guam.com. You can find their products at the Guam Art Boutique and GUMA Store in Chamorro Village, Neni & Me in Sagua Managu in Tamuning, and Two Lover's Point Gift Shop. Be on the lookout in March 2017 as they open their storefront in Hagatna directly beside Buzzcuts & Ponytails.

To find out how the Guam SBDC can assist you start or expand your business, visit www.pacificsbdc.com or call their main office at 671-735-2590.





LCM Enterprise Owner, Ms. Clarette Matlab, wanted to open a pharmacy to provide the public with quality medicine at reasonable prices.

LCM Pharmaceutical/ PacifikaMed Pharmacy

Owner(s): Clarette Matlab
Type of Business: Pharmacy.
 Specializing in prescriptions, over-the-counter medicines, and medical supplies
Location: Meketii hamlet in the old family bakery
Hours of Operation:
 Monday – Saturday from 9am – 6pm
Contact information: 680-488-5598, cmatlab@pacifikamed-pharmacy.com

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a business plan, which is often required for business (commercial) loans at both development banks—like NDBP—and commercial banks—like Bank of Guam, Bank of Hawaii, and Bank Pacific. Palau SBDC provided one-on-one counseling with Clarette to help refine her business plans and financial projections. Along the way, Clarette encountered many challenges in the planning process such as finding the right software—for the business and pharmacy operations—and establishing financial projections for her start-up company. However, Clarette acknowledged the importance of planning it out on paper and anticipating potential costs/issues and addressing the issues before starting the company, because trying to run a new company and dealing with problems at the same time will be overwhelming on the owner.

Clarette opened LCM Pharmaceutical/PacifikaMed Pharmacy to provide quality medicine and personal health products at affordable prices. With the technical assistance from Palau SBDC, Clarette was able to complete a compre-



Left: Display of the inventory available at LCM Pharmaceuticals.



hensive business plan and detailed financial projections for her loan application package with the National Development Bank of Palau. Clarette was able to launch LCM Pharmaceutical/PacifikaMed with

her savings, a loan from NDBP, and in-kind assistance from friends and family. LCM Pharmaceutical/PacifikaMed created four new jobs in the local community. Some of the challenges

Clarette encountered during the long process is getting things done on time (especially working full-time), figuring out the financials, and sticking to her commitment. Eventually, Clarette plans to include other health services such as diagnostic laboratory services and counseling services—life-style (NCD) support.

LCM Enterprise doing business as LCM Pharmaceutical/PacifikaMed is located at Meketii hamlet in the old family bakery. Business hours are Monday – Saturday from 9 am to 6 pm.

PISBDCN Meets Congresswoman Bordallo in D.C.

From left to right are Pamela Peralta (PISBDCN Associate Network Director), Guam Congresswoman Madeleine Bordallo, and Casey Jeszenka (PISBDCN Network Director). Peralta and Jeszenka met with Congresswoman Madeleine Bordallo in this February 7th, 2017 in D.C. to discuss the Pacific Islands SBDC Network and its accomplishments for CY2016.



Palau SBDC Training Schedule

Thursday, March 9, 2017 (9:00 am – 11:30 am) **Registration & Payment deadline 3/6/17 at 5 pm

“Business Plans for Farm Businesses”

Fee: \$5 per person

Location: Bureau of Public Works Board Room (Medalaii, Koror)

Synopsis: Accessing finance for agriculture and aquaculture enterprises in Palau can be easy, if you have the right tools and information. This workshop helps farmers create business plans for their farm and for their loan application package. The workshop will prepare small business owners with information needed when applying for business loans.

Thursday, March 9, 2017 (12:30 pm – 3:00 pm) **Registration & Payment deadline 3/6/17 at 5 pm

“Budgeting & Forecasting for Farm Businesses”

Fee: \$5 per person

Location: Bureau of Public Works Board Room (Medalaii, Koror)

Synopsis: Just as a farmer needs to plan the sowing, feeding, and harvesting of crops on a farm, a budget needs to be in place to plan your cash flow the business. Participants will learn to create simple budgets and forecast revenues/expenses for a small farm business. The workshop will prepare small businesses in agriculture and aquaculture with tools and information needed to survive the business.

Thursday, March 23, 2017 (9:00 am – 11:30 am) **Registration & Payment deadline 3/6/17 at 5 pm

“Managing Cash Flow (Intro to Accounting)”

Fee: \$ 5 per person

Location: Bureau of Public Works Board Room (Medalaii, Koror)

Synopsis: During the start-up year, many business owners become overwhelmed with keeping track of their finances. It becomes so easy to fall behind on your bookkeeping, which means business owner may not realize how well they could be doing, if only they made the right financial decisions. This workshop will cover the importance of “keeping score” of the business. Manage the cash flow cycle better by understanding the money coming in and going out of your business.

Thursday, March 23, 2017 (12:30 pm – 3:00 pm) **Registration & Payment deadline 3/6/17 at 5 pm

“Basic Business Reports (Intro to Accounting)”

Fee: \$ 5 per person

Location: Bureau of Public Works Board Room (Medalaii, Koror)

Synopsis: Business owners are required to produce periodic reports to show how their business is doing. These financial statements can be challenging to business owners who do not have a strong financial background. We will cover the three basic financial statements and show a simplified way of producing these reports. Small business owners can understand how they can improve their business operations, manage their costs, and ultimately create better returns with these financial statements.

Thursday, April 13, 2017 (9:00 am – 11:30 am) **Registration & Payment deadline 4/10/17 at 5 pm

“Introduction to Quality Concepts (PIPSO)”

Fee: \$5 per person

Location: Bureau of Public Works Board Room (Medalaii, Koror)

Synopsis: Participants will learn about quality systems concepts and the importance of establishing quality systems management. Participants will learn about supply chain management and how it can ensure customer satisfaction through product quality and conditions.

Thursday, April 13, 2017 (12:30 pm – 3:00 pm) **Registration & Payment deadline 4/10/17 at 5 pm

“Food Safety & HACCP (PIPSO)”

Fee: \$5 per person

Location: Bureau of Public Works Board Room (Medalaii, Koror)

Synopsis: This workshop is great for food processors (bento makers) and food handlers. Participants will learn the basics on food safety and the 7 principles of HACCP.

Friday, April 14, 2017 (9:00 am – 11:30 am) **Registration & Payment deadline 4/10/17 at 5 pm

“Quality Management from a Business Perspective (PIPSO)”

Fee: \$ 5 per person

Location: Bureau of Public Works Board Room (Medalaii, Koror)

Synopsis: This workshop will discuss the cost of achieving, maintaining, and managing quality products through quality systems. Participants will learn how to choose a quality system that meets the needs for operations and fits their business.

Friday, April 14, 2017 (12:30 pm – 3:00 pm) **Registration & Payment deadline 4/10/17 at 5 pm

“Supporting Processes (PIPSO)”

Fee: \$ 5 per person

Location: Bureau of Public Works Board Room (Medalaii, Koror)

Synopsis: This workshop will discuss the importance and value of proper food labeling and packaging. Participants will evaluate various food/beverage labeling and packaging to determine benefits and drawbacks of each type. Participants will also learn the value of testing to ensure product consistency and customer expectations.

Thursday, May 11, 2017 (9:00 am – 4:00 pm) **Registration & Payment deadline 5/4/17 at 5 pm

“Quickbooks (Full-Day Workshop)”

Fee: \$5 per person

Location: to be announced

Synopsis: This workshop will introduce Intuit's QuickBooks accounting software. Participants will learn how to setup their company on QuickBooks and navigate the various features and tools on QuickBooks. Participants will learn to set up their accounts, customers, vendors, and employees. General information about using QuickBooks in their business operations and hands-on exercises are included in the workshop.

Thursday, May 25, 2017 (9:00 am – 11:30 am) **Registration & Payment deadline 5/21/17 at 5 pm

“Marketing for Small Businesses”

Fee: \$5 per person

Location: to be announced

Synopsis: Marketing is the art of getting to know you customers, anticipate and meet their needs, and creating profitable relationships. Participants will learn how to identify target markets, where to look for quality information, and how business can grow with marketing.



All workshops will be presented by Palau SBDC Center Director/Business Advisor Ltlatk Fritz.

TO REGISTER log onto <http://pisbdcn.ecenterdirect.com>

For more information, please visit our website at www.pacificsbdc.com or call Palau SBDC Office at 587-6004.

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Palau SBDC conducts Bed & Breakfast Workshop

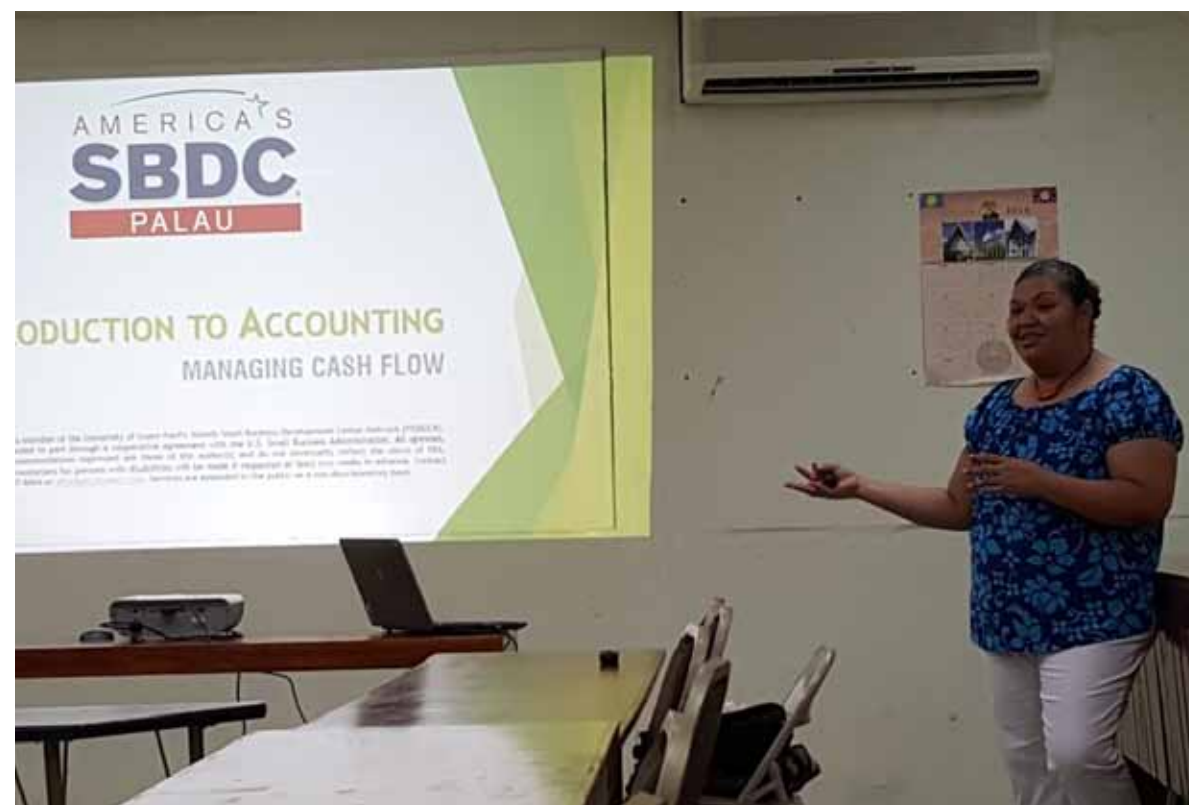
On December 6, 2016, Palau SBDC conducted its first Bed & Breakfast workshop at the Penthouse Hotel. The workshop provided valuable information on how to start a bed & breakfast in Palau. Participants included prospective B&B owners and representatives from Palau's Bureau of Tourism. One of the main highlights of this Bed & Breakfast workshop was knowing and complying with established regulations, such as the room tax—which in Palau it is 12%, but for room rates less than \$100 per night the room tax is \$12.

This is the first of a series of proposed workshops aimed at helping Palauans create opportunities to provide services in the lodging sector in the tourism industry. Future workshops in the Bed & Breakfast series will include "Managing a Bed & Breakfast" and "Recordkeeping for Bed & Breakfast." For more information contact Palau SBDC at 587-6004 or email LT@pacificsbdc.com.



Participants at the Bed and Breakfast Workshop held at Penthouse Hotel in this December 2016 photo.

Bureau of Commercial Development Co-Sponsors Accounting Workshop with Palau SBDC



Director Fritz conducts the Introduction to Accounting: Managing Cash Flow Workshop

On November 11, 2016, Palau SBDC and the Ministry of Public Infrastructure Industries & Commerce Bureau of Commercial Development (BCD) co-sponsored a series of workshops on basic business accounting and recordkeeping. BCD sponsored the venue for the workshop, which was held at Palau Community College Continuing Education Training Room. This was the first co-sponsored training by Palau SBDC under Center Director Fritz's leadership. Director Fritz thanks Director Hayes Moses of BCD for his partnership and looks forward to future collaborations with BCD. Both Palau SBDC and the Bureau of Commercial Development work with various government agencies and the private sector to help the economic development of Palau.

Future workshops in the accounting/bookkeeping series will include "Budgeting & Forecasting for Farm Businesses", "Recordkeeping for Bed & Breakfast Inns", "Budgeting & Forecasting for Small Businesses", and a repeat of this Cash Flow Management & Basic Business Reports. For more information about these and other workshops contact Palau SBDC at 587-6004 or email LT@pacificsbdc.com.



America's SBDCs to Host Inaugural SBDC Day March 22

Nation's Largest Business Assistance Network Invites Small Businesses, Communities Nationwide to Join the Celebration

Burke, VA – Business has changed dramatically over the last 37 years, and the America's Small Business Development Center (SBDC) Network has been there throughout. Since 1980, America's SBDCs—the nation's largest business assistance network—have helped aspiring and emerging small business owners achieve the American dream of entrepreneurship.

With nearly 1,000 locations across the country, SBDCs provide local businesses and entrepreneurs with the resources needed to succeed. In 2016, America's SBDCs provided 1.3 million hours of consulting to 192,205 client businesses, resulting in 100,233 jobs created; \$6.9 billion in sales growth; \$4.6 billion in capital investments; and 17,864 new businesses started.

To celebrate the collective impact and success SBDCs have across the nation and in local communities each year, America's SBDCs will hold the first SBDC Day on March 22. SBDC Day is a national movement to help share the small business success stories and notable impact SBDCs have fostered in communities nationwide.

"We are thrilled to see SBDCs around the country working together to celebrate their clients and showcase the work they do for America's small businesses," said Charles "Tee" Rowe, America's SBDC President & CEO. "SBDC clients see an average job growth of 15.5 percent versus the national job growth average of just 1.9 percent. There is no denying the impact SBDCs have on the success of the small businesses in their communities and their local economies."

Joining the Celebration

Social media will play a central role in the promotion and celebration of SBDC Day. Small businesses, partners, and advocates are invited to help spread the word about SBDC Day using the hashtag #SBDCDay. On March 22, participants are encouraged to share how their local SBDC has created a difference in their life and community. SBDCs nationwide will collectively share, in real time, the success stories and notable impacts SBDCs collectively have on the small business community at large. This special day will also be celebrated through public relations initiatives, campaigns, and online and in-person events.

"SBDC Day is more than a one-day event," said Michael W. Myhre, America's SBDC Board Chairman. "By celebrating small businesses and supporting SBDCs on SBDC Day and year-round, everyone can play a part in strengthening our nation's economy."

To learn more about SBDC Day, and to join the movement, visit www.AmericasSBDC.org/SBDCDay.

About America's SBDC and Small Business Development Centers:

America's SBDC represents the Nation's 63 Small Business Development Centers, a national network of partnerships uniting higher education, state and local nonprofit economic development organizations, private enterprise and government. It is the Small Business Administration's largest partnership program, providing management and technical assistance to help Americans start, run and grow their own businesses. Learn more at www.AmericasSBDC.org



Guam SBDC Training Schedule

Save your seat & Register Today!

Thursday, March 9th (8:30am – 11:00am) **Registration & Payment deadline 3/7/17 at 12noon

“How to Write a Business Plan”

Presented by Jane Ray, Business Advisor/Training Program Coordinator
Fee: \$20 per person

Synopsis: This seminar will cover all of the elements to be included in a business plan, & explain with examples what is required in each section. The focus of the seminar will be the three M's – Money, Management & Marketing. Participants will also be provided with a sample business plan, sources of industry research information, and introduced to online business planning tools that are accessible at any time through an internet-enabled PC.

Friday, March 17th (8:30am – 11:00am) **Registration & payment deadline 03/15/17 at 12noon

“How to Prepare a Marketing Plan”

Presented by Denise M. Mendiola, Senior Business Advisor/WIB Program Coordinator

Fee: \$20 per person

Synopsis: If you have attended other SBDC marketing courses, you will have learned the importance of market research, target markets, positioning, and your marketing message. You may also be considering implementing elements of the guerilla marketing approach into your marketing program. This workshop builds on these approaches, and provides you with a step-by-step guide to preparing a formal marketing plan. Depending on the nature and size of your business, your marketing plan could be complex and detailed, or very simple and straightforward. But unless you have a formal marketing plan of some kind, it will be very difficult for you to implement a marketing strategy that is both consistent and focused.

Friday, March 24th (8:30am – 11:00am) **Registration deadline 03/22/17 at 12noon

“HR Basics for Small Business”

Presented and Supported by: SHRM Guam Chapter

Fee: FREE OF CHARGE

Synopsis: This seminar will offer employers guidance on how to manage the different aspects of human resources. It will cover a wide range of HR related topics from employment related issues to work place regulation. It will also offer tools and resources for Small Business to deal with HR in a more manageable manner by reducing the risk of violation. Other compliance topics include: Recruitment & Hiring, Employee Classifications, Employment Taxes, Timekeeping, Record Keeping, Payment of Wages, Disciplinary Actions, and Terminations.

Friday, March 31st (8:30am – 11:00am) **Registration & payment deadline 03/29/17 at 12noon

“Introduction to QuickBooks: Setting Up and Getting Started”

Presented by Denise M. Mendiola, Senior Business Advisor/WIB Program Coordinator

Fee: \$50 per person

Synopsis: This course is an introduction and hands on approach to establish an entity in QuickBooks. Its main objective is to introduce you to the basic features in QuickBooks and give you an opportunity for hands-on practice in the basic set up of a business. You'll learn about the types of information you need to track in your business, and you'll see how to enter that information and track it in QuickBooks. By the time you complete the course, you'll have a good idea of all that QuickBooks offers, you'll be familiar with the most common tasks, know how to set up a new business, and you'll know where to find information about more advanced features.

Friday, April 7th (8:30am – 11:00am) **Registration & payment deadline 04/05/17 at 12noon

“How to Prepare a Financial Plan”

Presented by Jane Ray, Business Advisor/Training Program Coordinator

Fee: \$20 per person

Synopsis: A financial plan is the heart of any startup or existing business. It is a culmination of the income statement, the cash-flow projection and the business' balance sheet. The financial plan is a way to look at a business through a financial lens, which is the view most investors or bankers prefer. When preparing a financial plan, it is not mandatory that you be a mathematician, but you need to understand how the numbers affect a business. This training will provide a foundation on both the financial reports and methodology to develop the numbers for those reports.

Friday, April 21st (8:30am – 11:00am) **Registration & payment deadline 04/19/17 at 12noon

“How to Manage a Business”

Presented by Jane Ray, Business Advisor/Training Program Coordinator
Fee: \$20 per person

Synopsis: Managing other people effectively depends on managing yourself. Better business performance will therefore flow from improving your self-management skills. We have identified 8 different aspects of managing as business – managing yourself, your time, your employees, your customers, sales and networks, solving problems, managing risk, and managing your finances. This workshop identifies the issues you may face in each area, and provides you with practical recommendations for dealing with them. Included in the workshop are several evaluation tools that can be used to better manage your business.

Thursday, April 27th (8:30am – 11:00am) **Registration & payment deadline 04/25/17 at 12noon

“Introduction to Financial Statements”

Presented by Denise M. Mendiola, Senior Business Advisor/WIB Program Coordinator

Fee: \$20 per person

Synopsis: Did you ever wonder how do you read a financial statement? Then this is the seminar for you. This training uncovers the mystery surrounding the basic financial statements: profit & loss, balance sheet and cash flow statement. We will review the main components for each report; you will learn how these statements interact with one another and how to understand what the numbers mean for your business.

All workshops will be held at the UOG Leon Guerrero SBPA Bldg. Room#148, First Floor

TO REGISTER log onto <http://pisbdcn.ecenterdirect.com>

TO MAKE PAYMENT online log onto your eCenter account and click **PAY NOW**

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We provide FREE one-on-one, confidential business counseling.

Just click “Request for Counseling” on our website (www.pacificsbdc.com) to register and schedule an appointment.

For more information, please visit our website at www.pacificsbdc.com or call the Guam SBDC Office at 735-2590.

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Guam SBDC Events in a Snapshot

Guam SBDC Business Advisor Jane Ray (First row, 6th from left) snaps a photo with the Entrepreneurship Course at the Guam Community College (GCC) after conducting the "How to Start a Business" workshop in this February 2017 photo.



Participants attend the 12-week Guam Unique Merchandise & Art (GUMA) and UOG-SBDC Pacific Island Microcredit Institute Introduction to Microcredit training program. Participants develop and write their business plan through this 12-week training program held every Saturday at the University of Guam Jesus & Eugenia A. Leon Guerrero Bldg. School of Business & Public Administration.

PISBDCN Director and Associate Director attend annual ASBDC Legislative Meeting in Washington D.C. From left to right on panel: Tee Rowe (ASBDC President), Thomas Sullivan (V.P., Small Business Policy at U.S. Chamber of Commerce), Glynda Becker (Director of Federal Regulations Washington State University), Claire O'Rourke (V.P. Of Government Relations at National Association of Development Companies)



From left to right: ASBDC President Tee Rowe takes a quick photo with PISBDCN Associate Network Director Dr. Pamela Peralta and PISBDCN Director Casey Jeszenka at the annual ASBDC Spring Meeting in D.C.



NAVFAC conducts Small Business Safety Overview workshop held at the University of Guam Jesus & Eugenia A. Leon Guerrero Bldg. School of Business & Public Administration Anthony A. Leon Guerrero Multi-Purpose Room in this January 2017 photo. The workshop was sponsored by the Guam Contractors Association Small Business Committee, Guam Procurement Technical Assistance Center, and Guam SBDC.

Custom Fitness

Custom Fitness is a functional fitness facility and physical therapy clinic. Some of the services they offer are cross-fit kids' classes, cross-fit classes, teen strengthening and conditioning classes, as well as personal training, yoga and mobility.



"When we decided to open Custom Fitness, we really had no idea what we were doing. None of us had ever done anything like this before and were basically leaping head first into something completely unknown and we happened upon Denise Mendiola at the SBDC. She really guided us along the way, helped us develop our business plan, and develop financial models that we could present to the bank. She basically gave us the rundown of what to do. All we knew was that we wanted to open a business and we needed money to do it and a place to open it and we had a dream and a goal and we just needed help nurturing that."

– Samantha King Sablan



"If I had any advice for someone trying to start their business, I'd definitely tell them to not give up. It's hard work. It's a lot of sweat and tears, but in the end it will be worth it if it's something you truly believe in."

– Samantha King Sablan

Custom Fitness

Owner(s): Samantha King Sablan, Steven Sablan, Dr. Ryan Claros, Paul Claros
Location: Anigua, Guam
Hours of Operation:
M – F 5:30am – 7:30pm; Saturday 6:00am – 12:00pm, Closed on Sundays
Contact information: 671-989-0436
cfsguam@gmail.com
<http://customfitnessguam.com/>



FJ Green Tech Owner's Motivation for Self-Employment

People start businesses for many reasons whether it is for self-fulfillment, pursuing a passion, or providing a needed skill or product. It can also be a combination of many reasons or like John Johnson, it is a plan for after retirement. Johnson will be retiring from the military soon and to supplement the potential loss of income and to support and sustain his lifestyle after retirement, he decided to start a business. In his previous work experience, he worked in the federal government and for a golf course which involved landscaping and general maintenance. This gave him the idea to open FJ Green Tech. The company specializes in lawn care, tree pruning, edging, hedge trimming, weed control, water blasting, light metal fabrications, and equipment rental.



Maintenance Services

For Johnson, the start-up process "was actually very easy." He did some research online and found the SBDC through a friend. He registered for a few classes and learned how to manage a small business, write a business plan, and a financial plan. Some of the SBDC workshops involved the Small Business Administration (SBA) on how business loans work. Johnson stated that even after attending the workshops, SBDC was always available to answer his questions that he didn't understand which helped him put things into perspective. He continued on to say that the

SBDC Business Advisor was able to direct him to the right people and assist on finalizing his financial plan. It took him less than a week to turn in his loan application and get approved to start his business.

One of the challenges Johnson mentioned is the actual preparation of the financial plan, but credited SBDC on their assistance and guidance to make the process manageable. He did name that setting realistic goals and doing the research on the equipment needed was the biggest challenge he faced. Although Johnson's company is just a couple months old, his triumphs include maintaining repeat customers, breaking above even, and securing his first contract with a government agency. FJ Green Tech aims to acquire a few more government agency contracts within a year and eventually

in the long-run, have this business as his main source of income and possibly open another business venture.

John Johnson is a father of two children and is married to Desiree Johnson. To entrepreneurs, Johnson says, "Be persistent, stay motivated, and focus on your goals." To learn more about FJ Green Tech's services, you can visit their Facebook page or call 487-0019/9408.



FJ Green Tech

Owner(s): John T. Johnson

Location: Anigua, Guam

Type of Business: Lawn maintenance, light landscaping, and fabrication.

Location: Agana Heights

Hours of Operation: 8am-5pm daily

Contact information: 487-0019/9408
fjgreentech@gmail.com

Chuuk SBDC Training Schedule

Pre-Business Planning

Date: 03/13/17

In the training the participants will learn some important steps to take before starting a business. The participants will each come up with a list of things to prepare before putting their business plan together such as Assets, Skills, Knowledge, target markets for the product or service and others

Business Diversity

Date: 03/14/17

In this training, participants will learn about other types of businesses that exist. At the end they will know that not only retail stores, fish markets and sewing are the types of businesses that can work at home.

How to Write a Business Plan

Date: 03/15/17

In the training participants will learn what a business plan is, why a business plan is important, for whom and how to use it. At the end of the training participants will know that it is a must to have a plan before starting a business.

Marketing

Date: 03/16/17

In this training, participants will learn the importance of Marketing and the different types or ways of Marketing. At the end the training the clients will know and understand why they must have a Marketing Plan and know which way of Marketing is effective and does not cost much.

Quality System/Quality Assurance

Date: 04/10/17

In this training, participants will learn about the importance of Quality Products or Quality Services. At the end participants will know ways of making sure they have quality products or services.

Quality System/Quality Control

Date: 04/11/17

In this training, participants will learn about the importance of Quality Products or Quality Services. At the end participants will know ways of keeping the quality in their products or services.

Revenue & Tax (Chuuk State Government)

Date: 04/12/17

Participants will learn what Tax to pay to the State, when to pay and where to pay.

Revenue & Tax (National Government)

Date: 04/13/17

Participants will learn what Tax to pay to the State, when to pay and where to pay.

Record Keeping/Analyzing Transactions (Day 1)

Date: 05/15/17

During the training, the participants will learn the importance of keeping all records, what records to keep, how to keep and how long to keep. They will also learn what information to look at on the records they keep.

Record Keeping/Posting Transactions (Day 2)

Date: 05/16/17

From Day 1, the participants will learn where to record the information from the receipts, invoices and others. At the end of the training, participants will know and understand how to analyze information and how to record the information and why the information is needed to record and keep.

Customer Service

Date: 05/17/17

In this training, participants will learn why customers are very important to a business. They will also learn some good ways of serving customers



Interested in starting or expanding your business? The Chuuk SBDC workshops are offered at NO CHARGE at the Chuuk SBDC to assist you by providing business information on start-ups, financial statements, marketing strategies, and much more! All workshops will be held at the Chuuk SBDC from 9:00am – 11:00am. For more information, please contact Cassandra Dereas or Ketsen Haregaichig at 691-330-5846 or e-mail cassandra@pacificsbdc.com or ketsen@pacificsbdc.com. Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please contact the Chuuk SBDC at 691-330-5846. Services are extended to the public on a non-discriminatory basis.

Kosrae SBDC Welcomes New Business Advisor

By: **Skiller Jackson**

Center Director/Business Advisor
(Kosrae SBDC)

Ms. Emily Sam O'Steen joined the Kosrae SBDC as the new Business Advisor on the first week of October 2016. Ms. O'Steen worked for the Kosrae government as a student intern with the FSM Finance for three months and joined the Division of Statistics as a Census Enumerator for eight months. She also worked at the Department of Education, Kosrae State as a classroom teacher for five years.

Ms. O'Steen left Kosrae to join her

husband who was recruited for the US Armed Forces in 2008. She was hired by the AAFES Exchange in Fort Hood, Texas as a sales clerk. After her husband's medical retirement with the US Military around June 2013, Ms. O'Steen came back with her family to Kosrae where she started working for the Kosrae State Government.

On October 2016, Ms. O'Steen was hired by the Kosrae SBDC as the new Business Advisor.

With the knowledge and skills that Ms. O'Steen brought with her to the Kosrae SBDC, we are fortunate to have such an asset to help the Kosrae small business community.



Kosrae SBDC Training Schedule

Friday, March 3rd, 2017 "Marketing Plan"

The training will focus mainly on the definition of Marketing as well as defining some of the terms used in Marketing. The training will also discuss on the type of customers targeted, the competition, how the business will do advertising and promotion, and how the business will compete with other competitors.

Tuesday, March 21st, 2017 "Business Operating Procedures"

The training will focus mainly on the pricing the business will use or how much the business will charge customers, if there is alternate pricing and if so, based on what. What is break-even pricing? What will be the mark-up percentage?

Tuesday, April 4th, 2017 "Forecasting Assumptions"

The training will focus mainly on the pricing the business will use or how much the business will charge customers, if there is alternate pricing and if so, based on what. What is break-even pricing? What will be the mark-up percentage?

Friday, April 14th, 2017 "Financial Statements"

The training will focus mainly on the three most commonly used financial statements and other supporting documents that will be used to supply information to be used in creating financial statements. The training will also discuss on the line items that most commonly reported in the financial statements.

Friday, April 28th, 2017 "Pricing"

The training will focus mainly on the pricing the business will use or how much the business will charge customers, if there is alternate pricing and if so, based on what. What is break-even pricing? What will be the mark-up percentage?

Friday, May 5th, 2017 "Record Keeping"

Learn how to create your own record keeping format and decide what information your business should keep record of. This training will also discuss on how to use records to fill out financial statements and when these records are needed.

Friday, May 12th, 2017 "Business Plan Development"

The training will focus mainly on the development of a business plan mostly on the introduction of the plan, the marketing section of the plan, how the operation management side of the plan, revenue generation, and financing of a business.

Friday, May 19th, 2017 "Taxation in the FSM"

With the assistance from the FSM Social Security staff, Kosrae Office and the Kosrae Tax and Revenue Office, the training will focus on the social security system, what taxes businesses need to pay, how and when to pay social security taxes, and other information the businesses should know about FSM Social Security taxes and Customs & Tax.

Presented by Kosrae SBDC, FSM SS, and FSM Customs & Tax Administration

Friday, May 26th, 2017 "Microsoft Excel Training"

Learn the basic computer skills and to learn how to use the excel spread sheet to keep records. The training will also focus on some of the short-cuts in input information, cell referencing, summing, adding and deleting records, etc.

Interested in starting or expanding your business? The Kosrae SBDC workshops are offered at NO CHARGE at the Kosrae SBDC to assist you by providing business information on start-ups, financial statements, marketing strategies, and much more! All workshops will be conducted by the Kosrae SBDC unless otherwise stated. The workshops will be held at the Kosrae SBDC Training Room from 10:00am – 12:00pm. For more information, please contact Skiller Jackson at 691-370-2751 or e-mail skiller@pacificsbdc.com. Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please contact the Kosrae SBDC at 691-370-2751. Services are extended to the public on a non-discriminatory basis.



Yap SBDC Training Schedule

Date/Time	Workshop Title	Instructor	Venue
Mar. 11/9-11AM	How to do Simple Bookkeeping Identifies sources of income and expenses and how to track both using the cash book. Also covers how a simple profit & loss statement can be constructed using this simple cash book.	Geraldine Mitagyow	SBDC 115
Mar. 20/9-11AM	Financial Statements: A Starting Point Introduces participants to the need to have a starting point in order to develop financial statements and use that as the basis going forward. The start-up business budget or start-up investment profile will be emphasized as the starting point. A sample start-up business budget template will be used to clarify and emphasize the point. The basic elements normally found in a business budget template will be discussed as they are tied to the factors of production or conduct of business. The same template will be used for the subsequent workshops of the series in the days that follow.	Michael Gaan	SBDC 113
Mar. 21/9-11AM	Income Statement Introduces participants to the basics of a business income statement, including what an income statement is, the basic elements of an income statement, and where you get the information that goes into the statement. A sample income statement template will be used during the workshop. Basic recordkeeping in order to manually generate an income statement will be discussed and emphasized during the workshop.	Michael Gaan	SBDC 113
Mar. 22/9-11AM	Cash Flow Statement Introduces participants to the basics of a cash flow statement, including what a cash flow statement is, the basic elements of a cash flow statement, and where you get the information that goes into the statement. A sample cash flow statement template will be used during the workshop. Basic recordkeeping in order to generate a cash flow statement will be discussed and emphasized during the workshop.	Michael Gaan	SBDC 113
Mar. 23/9-11AM	Balance Sheet Introduces participants to the basics of a balance sheet and how to manually prepare one.	Michael Gaan	SBDC 113
Mar. 24/9-11AM	Breakeven Point Analysis Introduces participants to the concept of break-even analysis as a business management tool. Participants will be introduced to the calculation of BEP using both the equation method and the contribution method based on the income statement template used earlier in the week as part of the series.	Michael Gaan	SBDC 113
Apr. 13/1-3PM	How to Write a Business Plan This workshop will cover what a business plan is, the purpose of such plans followed by review of major components.	Geraldine Mitagyow	SBDC 115
Apr. 25/1-3PM	Setting Price, Using Total Cost Concept Introduces participants to price setting using total cost as the denominator	James Limar	SBDC 114
Apr. 26/1-3PM	Setting Price, Using Variable Cost Concept Introduces participants to price setting using variable cost as the denominator	James Limar	SBDC 114
Apr. 27/1-3PM	Setting Price, Using Fixed Cost Concept Introduces participants to price setting using fixed cost as the denominator	James Limar	SBDC 114
May 22/9-11AM	Financial Statements: A Starting Point Introduces participants to the need to have a starting point in order to develop financial statements and use that as the basis going forward. The start-up business budget or start-up investment profile will be emphasized as the starting point. A sample start-up business budget template will be used to clarify and emphasize the point. The basic elements normally found in a business budget template will be discussed as they are tied to the factors of production or conduct of business. The same template will be used for the subsequent workshops of the series in the days that follow.	Michael Gaan	SBDC 113
May 23/9-11AM	Balance Sheet Introduces participants to the basics of a balance sheet and how to manually prepare one.	Michael Gaan	SBDC 113
May 24/9-11AM	Breakeven Point Analysis Introduces participants to the concept of break-even analysis as a business management tool. Participants will be introduced to the calculation of BEP using both the equation method and the contribution method based on the income statement template used earlier in the week as part of the series.	Michael Gaan	SBDC 113
May 25/9-11AM	How to Write a Business Plan This workshop will cover what a business plan is, the purpose of such plans followed by review of major components.	Michael Gaan	SBDC 113
May 26/9-11AM	Breakeven Point Analysis Introduces participants to the concept of break-even analysis as a business management tool. Participants will be introduced to the calculation of BEP using both the equation method and the contribution method based on the income statement template used earlier in the week as part of the series.	Michael Gaan	SBDC 113

Workshops listed above will be offered to business owners and potential business owners during the months of March, April & May 2017. For more information, please contact your local SBDC @ telephone numbers (691)-350-4801/4802 or at email address ysbdc@mail.fm Seating is limited to 25 participants per session. Schedule is subject to change without prior notice. Request for reasonable accommodations for persons with disabilities must be made 72 hours in advance. Services extended to the public on a non-discriminatory basis. Call your local SBDC at (691)350-4801/2 for arrangements.