



# Pacific

## BUSINESS PARTNERS

November 2015, Vol. 11 No. 4

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Your Small Business Resource

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9/22/20

## Joe's Farm in Ngkeklau, Ngaraard (Palau)

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

Joseph "Joe" Tiobech owns a small farm just over six acres in the peaceful village of Ngkeklau located on the Northeastern edge of Babeldaob. Joe and his two sisters, Josephine and Josepha, help each other out by tending the farm, bringing produce into the city to sell at selected outlets, and running a small convenience

store/laundromat within the property. Having worked in the Bureau of Agriculture for many years, Joe has truly cultivated his passion for agriculture into a model farm business.

Joe has been dreaming of starting a farm for many years now. He said that it has truly been a long time from when he first conceived this desire to start his own farming business with his family. His work at the Bureau of Agriculture increased his breadth and depth of skills, knowledge, and abilities. Simplicity is what

Joe aims for. His farm consists of fruit bearing trees such as lemon, lime, papayas, bananas, rose apples, soursop, rambutan, mangoes, cocoa plants, coffee, coconut, and much more. At the farm, Joe planted a variety of vegetables as well including chili peppers, eggplant, and okra. There is also a mixture of root crops like taro, ginger, sweet potato, and tapioca. Joe's Farm is decorated with hundreds of betelnut trees that generate a steady source of weekly revenue. Joe also has a small piggery up

on the top of his farm. These pigs are the "cash cows" of his business.

After several attempts to open his farming business in the past, Joe turned to Palau Small Business Development Center (SBDC) for help. He has all the technical expertise in managing a farm, but needed assistance in securing capital to finance his start-up business, writing up a business plan to support the loan application process, and other

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## J & F Market: Owner Tina Alokoa Shares Her Story

Interviewed By:  
Julian Abraham  
Business Advisor  
(Kosrae SBDC)

**1.** Please tell us about yourself and your family

"My name is Tina Kilafwa Alokoa; I have 2 kids. We live at Sroacyac, Lelu. My kids are the motivation of my business. It has always been our passion to start

a small business. Now, it's become more of a hobby. It's something we enjoy doing every day to disregard the boredom."

**2.** Why did you decide to start your own business?

"We wanted to help the Kosraean community have access to their daily needs, such as grocery, fish, and fuel. Moreover, it's good to be able to do something

that will help the family on a daily basis."

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

"We lived in Hawaii for a couple of years. My husband spent some time working for different companies, with jobs such as skyscraper window cleaning, carpet installation, and helping customers on several occasions.

Now that I've begun doing business, I'm building up my experiences on customer service and resources management."

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

"The main support I received from the Small Business Development Center was in writing the business plan and securing the loan."

Continued on page 7

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## THE PACIFIC ISLANDS SBDC NETWORK ANNOUNCES NICOLE TESIRO AS THE 2015 STATE STAR

The Pacific Islands Small Business Development Center (SBDC) Network Director Casey Jeszenka announced that Nicole Tesiro has been selected as the 2015 State Star of the Pacific Islands SBDC Network (PISBDN).

"I am delighted to make this announcement, and to recognize Ms. Nicole Tesiro for her extraordinary contributions to the work of the Pacific Islands SBDC Network and to the small businesses in Micronesia," said Casey Jeszenka.

Nicole Tesiro is the Network Program Assistant for the PISBDN. Nicole was chosen by the PISBDN for being an outstanding performer for her work in marketing the successes of the region and her vital role in assisting in the oversight of the operations of the SBDC program in Micronesia.

"I am honored to be the recipient of the state star award this year" said Nicole Tesiro. "The best part of working for PISBDN is to watch businesses sprout from an idea and grow into a way of life. I am grateful that part of what I do is share their stories with others across Micronesia."



From L-R: Network Director Casey Jeszenka, Network Program Assistant Nicole Tesiro, and Associate Network Director Pamela Peralta, Ed.D., snap a photo at the 35th Annual State Star Reception held at the San Francisco Marriott Marquis.

A special awards reception honoring the America's SBDC 2015 State Stars was held on Tuesday, September 8th in San Francisco at the Marriott Marquis in conjunction with America's SBDC's 35th Annual Fall Conference. As part of the anniversary celebration, Rhonda Abrahams of Planning Shop organized a special "Insider's Tour of Silicon Valley" which show-

cased her hometown to the State Stars.

The group started off their tour at the Intuit campus. A presentation was given by Karen Peacock and Al Ko on Intuit's products and services such as QuickBooks Online. Next, the group headed towards the Google campus. The Google staff presented their "Let's Get our Cities on the Map" cam-

paign, which allows businesses to have a web presence for free. Finally, the tour ended at the Facebook campus. At Facebook, a presentation was given by the Chief Operating Officer, Sheryl Sandberg. The launch of Facebook Pages was announced as part of the presentation.

America's Small Business Development Center (ASBDC) Network is a partnership uniting private enterprise, government, higher education and local non-profit economic development organizations. 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. With about 1,000 centers across the nation, America's SBDC network provided business consulting to approximately 200,000 clients, training for more than 400,000 attendees, and other forms of management and technical assistance to approximately 600,000 small businesses and aspiring entrepreneurs last year. Learn more at [www.americassbdc.org](http://www.americassbdc.org).



After an all-day tour, the 2015 State Stars take a photo at Facebook to end their day. (Photo: Seth Hill).

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**WHEN DOES THIS HAPPEN?**  
**NOVEMBER 13-15**  
 2THOUSAND15

**WHERE WILL IT BE?**  
 UNIVERSITY OF GUAM  
 SCHOOL OF BUSINESS & PUBLIC ADMINISTRATION

**WHAT ARE WE DOING?**  
**MAKING IDEAS HAPPEN**  
 CREATING STARTUP COMPANIES

**HOW DOES STARTUP WEEKEND WORK?**

**FRIDAY - NOVEMBER 13**

1. **IDEA**  
 You have 60 seconds to pitch your idea.

2. **TEAMS**  
 Teams form around top ideas by popular vote.

**SATURDAY - NOVEMBER 14**

3. **GRIND DAY!** 54 hours of teamwork and...  
 Business Model Creation, Designing, Coding & Branding, Market Validation.

**SUNDAY - NOVEMBER 15**

4. **TEAMS PRESENT**  
 Teams present to panel of judges.

5. **WINNERS RECEIVE PRIZES**  
 Everyone gains valuable insights, lessons, experience, & networking opportunities.

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 EMAIL: [guam@startupweekend.org](mailto:guam@startupweekend.org)  
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## 2015 WOMEN IN BUSINESS CONFERENCE "Creating Capital for a Sustainable Business and Community"

Thursday, November 19<sup>th</sup>

8:00am - 4:00pm, Westin Resort Guam, Tumon

\$40 per person (Lunch & Refreshments Included)

Featuring Guest Speaker:  
 Elissa Hillary, Executive Director  
 Local First, West Michigan

Topics Include:

- How to create a Buy-Local campaign strategy -messaging, consumer outreach, small business development, value proposition.
- How to map the local funding ecosystem.
- Accessing capital to start and grow: non-traditional sources, online resources for crowd funding and peer to peer lending.



Since 2007, Elissa Hillary has served as the Executive Director of Local First, an entrepreneurial nonprofit working to build a sustainable West Michigan economy. Elissa is a 2011 Business Alliance for Local Living Economies (BALLE) Founding Fellow. She was named one of Grand Rapids Business Journal's "Top 40 under 40" business leaders in 2010 and 2012, "Nonprofit Newsmaker of the Year" in 2014, and a 2014 BCorp Measure What Matters Champion.

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

Cash, check (payable to University of Guam) & major credit cards (AMEX, Visa, MasterCard, and Diners Club & JCB) accepted.

Registration & Payment Deadline: Monday, November 16, 2015

For more information, please visit our website at [www.pacificsbdc.com](http://www.pacificsbdc.com) or call the Guam SBDC Office at 671-735-2590.

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# Guam SBDC Training Schedule

Tuesday, November 10th (8:30am – 12:00 noon)

**\*\*Registration deadline 11/6/15 5pm**

The Guam Contractors Association's Small Business Committee and the Guam SBDC present:

## "Active Shooter Awareness"

Fee: FREE OF CHARGE

Presented by: Sgt. John C. Aguon

SYNOPSIS: Active Shooter Awareness Training's purpose is to establish awareness and what to do during a deadly "Active Shooter" incident, or any incident where an individual(s) arrives at a business or any location with large groups of people with the intention of killing, or are actively engaged in killing or seriously injuring innocent

people usually with firearms, explosives, or any other deadly weapons. The training will also help you develop strategies that may aid in law enforcement efforts to quickly gain control of active shooter situations which in return helps save as many innocent lives as possible. Please visit [www.pacificsbdc.com](http://www.pacificsbdc.com) or call 735-2590 for more details.

Friday, December 11th (8:30am – 11:00am) **\*\*Registration & payment deadline 12/9/15 at 12noon**

## "How to Start a Business"

Presented by Fred Granillo, Business Advisor/Train-

ing Program Coordinator

Fee: \$20 per person

Synopsis: This workshop will help individuals learn everything they will need to get started, including an introduction to business plans and the importance of preparing one; exploring the legal forms of business (sole proprietorship, partnership, corporation, limited liability partnership / company) and which one is right for your business needs; local or federal licensing requirements for the business. Participants will be able to obtain vital information and resources to start and own a business. This training will take the mystery out of starting a business and help participants better evaluate their business idea!

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

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

Cash, check (payable to University of Guam) & major credit cards (AMEX, Visa, MasterCard, and Diners Club & JCB) accepted. We also offer FREE of CHARGE confidential, one-to-one, small business counseling. Visit our website and click "Request for Counseling" to start today!

For more information, please visit our website at [www.pacificsbdc.com](http://www.pacificsbdc.com) or call the Guam SBDC Office at 735-2590.

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## Utilizing All Resources Efficiently...

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areas of business management. There were two things on Joe's list when he approached SBDC which were to acquire a vehicle (flatbed) to accommodate delivering goods to the markets and pick-up necessary supplies for the farm and a chipper to help make compost material from the dead leaves and other plant materials. Palau SBDC was able to help Joe align his goals for what he wanted to operate his farm into a business model. With his financial projections and business plan all set, Joe submitted his dreams in the form of a loan application to National Development Bank of Palau and was able to secure an agriculture loan this past April. Joe was able to get a small flat-bed truck to use to transport his goods to town, as well as get supplies for his farm and feed for the piggery.

During the planning phase, Joe's biggest challenge was securing the necessary finance to get essential tools, vehicle, and equipment for his farm. Since he is still a full-time employee at the Bureau of Agriculture, he often finds himself wanting more time to complete all the things he needs to accomplish each day. Because he could not afford both the vehicle and the chipper, Joe faced the challenge of prioritizing his needs. He decided that the flatbed was priority and would work towards purchasing the chipper as his short-term goal.



Owner Joe Tiobech takes a break to snap a quick photo at his farm located in Ngkeklaui, Ngaraard (Palau).

One of Joe's greatest moments was when he purchased the much needed flatbed. This was one of the greatest obstacles he had to overcome to really launch his farm business. He had the land and the crops, but now with the truck he is able to transport goods to the various outlets in Koror as well as pick up much needed supplies. Joe is now able to sell a minimum of 40 betelnut bags twice a week to Koror and get the feed for his pigs.

### Business Name: Joe's Farm

- Owned by: Joseph "Joe" Tiobech
- Located in: Ngkeklaui, Ngaraard (Republic of Palau)
- Hours of Operation: Monday to Saturday (8 am to 5 pm)
- Phone: (680) 824-4637

When a customer purchases a pig from Joe, he is now able to deliver to the customer.

As a farmer, Joe aims in utilizing local and organic products that are better for the soil and the crops. It is also less expensive than industrial grade fertilizers that have to be imported to Palau and then purchased from Koror. By achieving his short-term goal of purchasing a chipper, he can produce his own organic fertilizer from the plant materials around his farm. He plans to incorporate the by-products from the piggery into the organic fertilizer for the fruit bearing trees. The long-term goal Joe is working on is developing space for a certified slaughterhouse that meets the USDA standards. With the slaughterhouse in place, Joe sees the future for all piggeries to be able to go from "Farm to Shelf" or "Farm to Table" in Palau or abroad.

Joe wants to share his experience with other people who are interested in starting a farming business just like he has. Owning your own business is possible with the right

help and effort on your part. He advises to not "focus on the products (crops) but rather think about the big picture and to think long-term. Start by developing the land for long-term life and to maximize effective use of the land." He goes on to say, "Continue to till the land especially in Palau because it requires maintenance. It is just like any business that requires continuous monitoring, evaluation, adjustment and planning. He states, "Go Organic! It is better for the environment, the crops, and the budget. Use mixed cropping by combining a number of different crops to maximize the effectiveness of your farm and have a steady source of crop variety throughout the year. Joe leaves off by saying, "Leave some coverage on your soil. The land needs something to hold on to, especially during monsoon season or storms. Utilize crops like sweet potato to hold the soil in place. Most importantly, farm with passion. You have to love what you do or you won't find happiness doing it."

To find out more about Joe's Farm, contact him at 680-824-4637 from Monday – Saturday between the hours of 8:00am and 5:00pm.

If you are interested in starting your business or are already in business and seeking assistance in business expansion, contact the Palau SBDC at 680-587-6004 for free one-to-one confidential business advice.



## Yap SBDC Training Calendar

DATE/TIME	WORKSHOP TITLE	INSTRUCTOR	VENUE
Dec. 8th/3-5PM	How Evaluate Your Business Idea Explores what it takes for a person to be an entrepreneur and how to evaluate businesses ideas for success.	Geraldine Mitagow	SBDC 115
Dec. 10th/5-7PM	How to Market your Small Business in Yap This workshop gives an overview of the foundations of marketing and looks at simple ways that marketing can be applied by small businesses in Yap.	Geraldine Mitagow	SBDC 113
Dec. 14th/5-7PM	Profit & Loss Introduces participants to the basics of an ordinary P&L statement.	Carmen M. /Darlene G.	SBDC 113
Dec. 15th/5-7PM	How to Use Profit Introduces participants to the best options of using/dispensing profit.	Carmen M. /Darlene G.	SBDC 113
Dec. 18th/9-11AM	Break Even 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.	Mike Gaan	SBDC 114

Workshops listed above will be offered to business owners and potential business owners during the month of December 2015. For more information, please contact the Yap SBDC at telephone numbers (691)-350-4801/4802 or at email address lona@pacificsbdc.com/jamesl@pacificsbdc.com. 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 the Yap SBDC at (691)350-4801/2 for arrangements.





# Fritz Named Palau SBDC Director

Named after her grandmother, with a name that sounds like the Palauan word melatk, which means to think of, Ltlatk Harriet Fritz has a passion for helping others. Whether it is overcoming challenges or working towards accomplishing goals, she enjoys helping others succeed. Prior to joining the Palau SBDC team, Lt—as friends and family know her by—was an instructor at the Palau Community College (PCC). She has worked as an instructor in the Tourism & Hospitality program since her return to Palau in 2012. Lt also worked as a classroom teacher at Palau High School (2007-2009) where her primary focus was in career development for students in the tourism and business academies. She was an active member of the Koror State Youth

Council, as Meketii Hamlet's youth representative from 2005-2009. Lt is also a graduate of Palau SBDC's Youth Entrepreneur Solutions (YES) program. Lt's other passion is knowledge. "Education does not necessarily have to be within the four walls of a classroom. Education is everywhere, one just has to choose to open their minds and learn." Her father often reminded her that learning can happen anytime, anywhere. Lt received her first college degree, an Associate of Applied Science in Tourism & Hospitality's Food & Beverage from PCC in 2007. Then in December 2011, Lt received her Bachelor's Degree in Business Administration from the University of Hawai'i in Hilo. Today, she is working towards her Master's Degree through San Diego State Univer-

sity's (SDSU) online cohort in partnership with PCC. She is also very excited and looks forward to participate in the many training and professional development activities as she assumes her new position as the Palau SBDC Director/Business Advisor and Trainer. Lt is also an active member of her community. She is a member of two local women's organizations—I pang Seinendang of Koror State and Dil-Odesangel Club. Her personal mission is to be a positive influence in making a difference in the community and the people. She also aspires to connect people to quality opportunities, so that the people can become self-reliant and positive contributing members in the Palauan society. She has three children, Diliaur Kumaichi, Ibuuch Kumaichi, and William Fritz.



## Palau SBDC Training Schedule

Training Topic and Synopsis:	Training Date:	Registration Deadline:
<b>Introduction to Financial Statements</b> To learn the basics of accounting, language, and forms. What they represent and how to understand the three financial forms which are the balance sheet, profit and loss statement, and cash flow statement.	November 10 – 12	November 6
<b>Introduction to QuickBooks</b> Hands on navigation on basic QuickBooks accounting software	December 2	November 27
<b>How to Prepare a Financial Plan</b> 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.	December 3	November 27

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. Location depends on number of participants and most training sessions are conducted during the evenings. Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis. Please contact your Palau SBDC at (680)587-6004 or cell phone #775-5472 or e-mail: alfia@pacificsbdc.com or palausbdc@palaunet.com for more details.



# Interview with Alokoa: A Family Business

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opment Center was on Business Plan Development."

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

"The start-up process was challenging. After being disapproved by the bank, we decided to inject a very small amount of our own equity into the business, which turned out pretty great until now."

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

"We had to seek lending from the financial institutions, business planning, transportation for our fuel, and local food supply for the market."

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

"To be able to carry out my business plans despite of the bank's disapproval for lending us the capital we needed is a

pretty amazing feeling. We started with something small and eventually turned out into a three-part business structure. It's been great."

**8.** What is your short term and long term plans for your business?

"We're planning to add at least one full time employee in the near future, if our business grows at a favorable rate."

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

"I want others to know that there's not only one way to start a business, which is through loans. Everyone can start their own small business with a little bit of their own equity. If we can do it, I highly believe everyone else can."

For more information on how the Kosrae SBDC can assist you, visit their website at [www.pacificsbdc.com](http://www.pacificsbdc.com) or call 691-370-2751.

## Business Name: J & F Market

- Owner (s): Tina Kilafwa Alokoa
- Type of Business: Retail, Local Market, Fuel Station
- Location: Sroacyac, Lelu, Kosrae
- Hours of Operation: Mondays to Saturdays, 7 am to 10 pm
- Contact Information: P.O Box 994  
Tofol, Kosrae FM 96944
- Telephone: (691) 370- 3128



## Kosrae SBDC Training Schedule

### Wednesday, November 11th, 2015 "Record Keeping"

The training will discuss on the basics of record keeping, what kinds of records to keep, and how to keep records.

### Friday, December 11th, 2015 "Business Plan Development"

The training will focus mainly on how to write up a business plan using a format commonly used by the Kosrae SBDC. The training will discuss on six major sections of a business plan, starting from; a. Business Introduction, b. Marketing Plan, c. Operating Procedures,

d. Forecasting Assumptions, e. Request for Financing, and f. Financial Statements.

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 one-on-one confidential business counseling. All workshops will be conducted at the Kosrae SBDC Training room. For more information, please contact Skiller Jackson at 691-370-2751 or e-mail [skiller@pacificsbdc.com](mailto: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.





# Trade & Investment Profile Workshop Held on Chuuk

**By: Ketsen Haregaichig**

Service Center Director/Business Advisor  
(Chuuk SBDC)

The Chuuk SBDC and the Chuuk State Government were very pleased to have a wonderful team from the office of the Pacific Islands Trade and Invest (PT&I) based out in New Zealand arrive in Chuuk on August 21, 2015 to conduct a workshop. Members of the group were Mr. Manuel Valdes, Ian Furlong and Michael Greenslade. The workshop was only for half a day but a lot of good information was shared. Topics discussed included an overview of foreign investment, approaches to profiling investments and an outline on how to prepare an investment profile. Twenty representatives from both the government and the private sector were present at the workshop. Toward the end of the workshop the participants were divided into working groups and each group did a presentation on an investment profile. The participants asked a lot of questions to the group and mentioned that half a day was not enough and that more time is needed if there will be a next time.

Pacific Islands Trade & Invest is “an arm of the Pacific Islands Forum Secretariat based in Fiji that focus on export-capable businesses and the international promotion and support of exporters in Pacific Island countries. They are the only Pacific Islands agency tasked by leaders to develop, grow and promote industry and the businesses of all 14 Pacific Island countries in export, investment and tourism promotion across international markets.” Their



mission is to,

“To contribute to the sustainable economic development of the Pacific Islands

countries by creating opportunities for successful connections for exporters, investors and stakeholder organizations.”

For more information on the Pacific Islands Trade & Invest, please visit their website at [www.pacifictradeinvest.com](http://www.pacifictradeinvest.com).

## Chuuk SBDC Training Schedule

**Monday, November 16, 2015**

**Pre-Business Planning/ Bank Requirement**

At the training the participants will know what to prepare and what must be done before starting a business.

**Tuesday, November 17, 2015**

**Business Plan Overview**

At the training the participants will know how to put together a business plan. They will learn what information is needed and the importance of a business plan.

**Wednesday, November 18, 2015**

**Record Keeping**

Participants will learn the importance of good record keeping for a successful business and what records to keep and how long to keep them.

**Thursday, November 19, 2015**

**Record Keeping: Posting Transactions**

Participants will learn where to post information on the records they keep, why they are posted that way, and understand what they mean.

**Tuesday, December 15, 2015**

**Read and Understand Financial Statements**

Participants will learn the meaning of each number on the financial, they will learn what the numbers represent and understand what they mean in business terms.

**Wednesday, December 16, 2015**

**Balance Sheet, Income Statement, and Cash Flow Statement**

Participants will learn how to prepare Balance Sheet/Income Statement & Cash Flow. Will practice how to transfer information from the Posting of transactions to the financials.

All workshops are to be held at the Chuuk SBDC and will be from 9:00 am – 11:00 am.

Interested in starting or expanding your business? The Chuuk SBDC workshops are offered at NO CHARGE to assist you by providing one-on-one confidential business counseling. For more information, please contact Cassandra Dereas or Ketsen Haregaichig at 691-330-5846 or e-mail [cassandra@pacificsbdc.com](mailto:cassandra@pacificsbdc.com) or [ketsen@pacificsbdc.com](mailto: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.



# GUAM I & E CLEANING SOLUTIONS: AN INTERVIEW WITH OWNER HAPPY ICHIN

°Please tell us about yourself and your family.

My name is Happy Kustaf Ichin. I was born and raised on the beautiful island of Moen, Chuuk. Back in 1960, my family and I would farm and fish which was the customary and traditional way of living. We prayed and danced to our God and gave offerings to our Chief. I believed that is why during those years, we always received what we needed because our way of life and belief. Today, I am the owner of Guam I & E Cleaning Solutions.

Why did you decide to start your business?

I started my business for a new way of life. I wanted to provide for my family by utilizing the skills I learned growing up and through my experiences.

What experience do you have in this type of business?

Guam I & E Cleaning Solutions provides lawn management services. My employment with the Environmental Protection Agency gave me the knowledge about the different pesticides and using them correctly. Also working with other companies allowed me to expand my services to include painting and water blasting.

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

I commend Denise Mendiola-Hertslet at the Guam Small Business Development Center for assisting me and providing me with resources that helped my business and myself grow. Through our one-on-one counseling, the advisement I received helped me transform my business idea into reality. I attended workshops such as the How to Start a Business which also helped in my journey.

What was the start-up process like?

Without the help of the Guam SBDC, I don't think I would have been able to complete my business plan in the amount of time that I did. Putting together the business plan and organizing your ideas into a cohesive concept does not seem like much but was a challenge. Denise helped me make it easier with her guidance.

How did you fund your business?

After I completed the Pacific Islands Microcredit Institute's (PIMI) 12-week course, which was conducted by Denise Hertslet, I graduated with a \$5,000 grant to start-up my business. The funds were used to purchase equipment and my business license.

What were some of the biggest challenges you experienced in the start-up

process?

The biggest challenge that I faced was the write-up of the business proposal. I knew I would need professional assistance and I thank the Guam SBDC for their help and showing me the opportunity to attend the PIMI course.

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

The most memorable triumph in opening my business is having a satisfied customer. Customer service is one of my main priorities when doing business. The feeling that I have created that satisfaction and smile on my customer's face gives me a great feeling that my business is serving a good purpose.

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

My short-term plan is to continue to provide quality service and good work ethic to gain loyal customers. My long-term plan includes the expansion of my business by providing services beyond painting and water blasting. I want to provide jobs for people interested in this field as well as provide more in the areas of community service.

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

Before I give advice, I would like to thank Mari Blas and my customers for their support. I would not have my business without great customers. So for those who would like to start their business, my advice is to not doubt yourself or be afraid. There is always someone who will be willing to help you from the kindness of their heart. If you need assistance or need a second pair of eyes to review your proposal, visit Guam SBDC at the University of Guam.

For more information on how you can receive assistance, please visit the Guam Small Business Development Center's website at [www.pacificsbdc.com](http://www.pacificsbdc.com). Click on "Request for Counseling" and fill out the online process to start your FREE, CONFIDENTIAL business advisement today. If you do not have access to the Internet, you can visit the office located at the University of Guam's School of Business & Public Administration Bldg. (Leon Guerrero Bldg.) in Room #148 or contact their office at 671-735-2590 for additional information.

#### Business Name: Guam I & E Cleaning Solutions

- Owner: Happy Kustaf Ichin
- Type of Business: Cleaning services and land management
- Location: Barrigada
- Hours of Operation: Monday – Saturday 8:00am – 5:00pm
- Contact Information: 671-632-9151



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# Pharmin Announced as New CNMI SBDC Director

In August 2015, Orrin Pharmin became the new Commonwealth of the Northern Marianas Islands (CNMI) SBDC Director and Advisor at the Department of Commerce. Pharmin graduated from Eastern Oregon University (EOU) in 2008 with a B.S. Degree in Business Administration. He returned home with a mission to help the community. He was first employed in 2009 at the Marianas Fitness, Ltd. In 2011, he became the Program Manager of the CNMI Area Health Education Center (AHEC) at the Northern Marianas College (NMC). In 2013, he became Director of the Kids Athletics Program under the Northern Marianas Athletics Federation. His interest in business eventually led him to develop a marketing tool with the Marianas Elite Marketing Agency in 2014. Orrin continues to be actively involved in community events that promote family, health, and wellness.



## CNMI SBDC Training Schedule

### **Tuesday, November 10, 2015**

#### **"How to Craft a Business Plan"**

Location: Saipan Chamber of Commerce

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, November 13, 2015**

#### **"How to Craft a Business Plan"**

Location: Rota Northern Marianas College Campus

### **Friday, December 4, 2015**

#### **"Creating a Marketing Plan"**

Location: Tinian Northern Marianas College Campus

### **Friday, December 11, 2015**

#### **"Creating a Financial Plan"**

Location: Saipan Chamber of Commerce

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.

### **Wednesday, December 16, 2015**

#### **"Creating a Financial Plan"**

Location: Rota Northern Marianas College Campus

Friday, December 18, 2015

#### **"Creating a Financial Plan"**

Location: Tinian Northern Marianas College Campus

All workshops will be held between 10:00am – 12:00pm. Interested in starting or expanding your business? The CNMI SBDC workshops are offered at NO CHARGE to assist by providing one-on-one confidential business counseling. The workshops are conducted by Orrin Pharmin. For more information, please contact Lorie Pangilinan or Orrin Pharmin at 670-664-3018 or e-mail [lorie@pacificsbdc.com](mailto:lorie@pacificsbdc.com) or [orin@pacificsbdc.com](mailto:orin@pacificsbdc.com).

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