

Visit our website at www.pacificsbdc.com

**Register
Your Business
in our new regional
Business Directory at
[http://www.
pacificsbdc.com/
directory!](http://www.pacificsbdc.com/directory/)**

INSIDE

SBA Recognizes Guam Small Business Winners

.....Page 2

Guam SBDC Training Schedule

.....Page 3

Ray selected as Guam SBDC Business Advisor, Guam Unique Merchandise & Art (GUMA)

Participants Graduate from PIMI Course

.....Page 4

Stoney's Rent-a-Car: An Interview with Owner Stoney Talung, Kosrae SBDC Training Schedule

.....Page 7

Latte Built – Functional Fitness & Nutrition: Owner Derek Cutting Shares His Story

.....Page 8

CNMI SBDC Training Schedule, Chuuk SBDC Training Schedule, Palau SBDC Training Schedule

.....Page 9

Palau SBDC Conducts Agriculture and Aquaculture Farming Workshops

.....Page 11



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.

L-R:
Owner
Tara
Kaae,
Owner
Leonard
Kaae,
and
Graphic
Designer
Elmaro
Nazareta
pose in
front of
the shave
ice section
of their shop
located in
Tumon,
Guam



By: Nicole Tesiro
Network Program Associate
(Pacific Islands SBDC Network)

Growing up in Hawai'i, Len Kaae looked up to local clothing

brands as inspiration to own a retail store one day. Together with his wife and business partner, Tara, they made that dream happen to what is now known as Hafaloha. I had the opportunity to sit and speak to them at their

shop in Tumon on how Hafaloha started and take a glimpse to where the company is heading.

Hafaloha started as a hobby, creating and selling merchandise on their spare time. Hav-

ing to work, raise three children (Trayven, 12, Ahela'a, 6, and Leonard III, 5), and start Hafaloha was an overwhelming experience. But they managed

continued on page 6

A DIAMOND IN THE PACIFIC "Guam SBDC Wins Regional Award"



By: Kenneth Lujan
Branch Manager
SBA Guam Branch

In May 1995, the Guam Small Business Development Center (SBDC) commenced its operations after receiving fed-

eral funding to establish the first service center in the region under what is now known as the Pacific Islands SBDC Network. Every year the Guam SBDC is responsible for

Continued on page 2

Editorial/Production Staff

Rindraty Celes Limtiaco,
President, G.P.I.

Pacific Islands
Small Business Development
Center Network,
Editorial

Jae Fermin Medina,
Advertising Director

Caption for photo above: In the photo from L – R: Mr. Ken Lujan, Guam SBA Branch Manager; Dr. Annette Santos, UOG Dean of the School of Business & Public Administration; Ms. Jane Ray, Guam SBDC Advisor & Training Coordinator; Ms. Lorie Sablan, Guam SBDC Administrative Assistant; Ms. Nicole Tesiro, Network Program Associate; Mr. Casey Jeszenka, Network Director & Guam SBDC Director; Ms. Pamela Peralta Ed.D., Associate Network Director; Ms. Denise Mendiola, Guam SBDC Sr. Business Advisor & Bank of Guam Women In Business Program Coordinator; Dr. Anita Enriquez, UOG Sr. V.P. of Student and Academic Affairs and Dr. Robert Underwood, UOG President.

Like us on
Facebook

www.facebook.com/
pacificsbdc.com



SBDC Excellence and Innovation Award...

Continued from page 1

a majority of the seven SBDC service center network milestones making the Guam SBDC the backbone of the centers in the Pacific Islands SBDC Network.

After celebrating its 20th anniversary last year, the Guam SBDC has reached another milestone by winning the 2016 U.S. Small Business Administration's (SBA) SBDC Excellence and Innovation Award for Region 9 which consists of 129 SBDC service centers and eight SBA District Offices picking their best nominee to compete for the award.

"It is exciting for us that our

work at the Guam SBDC has been recognized by SBA Region 9 with so many great SBDCs located throughout California, Arizona, Nevada, Hawaii, America Samoa and Guam. This award is definitely a team success and I would like to recognize the Guam SBDC staff, the Guam SBDC Advisory Board Members, our host, the University of Guam, and our funding partners, the SBA who we get our grant operational funding from and the Bank of Guam who provides funding for our Bank of Guam Women In Business Program which would not have made this award possible without their support" said Casey Jeszenka, Director for the Pacific Islands SBDC Network and Guam SBDC.

The SBDC Excellence and Innovation Award honors a Small Business Development Center (SBDC) Service Center for excellence in providing value to small businesses and advancing program delivery and management through innovation. The Guam SBDC was selected as the Region 9 winner based on the following criteria: meets or exceeds performance milestones; help build small businesses by creating and implementing innovative programs, events, publications, research materials, and online applications; actively participating with the lead center in the professional development of counselors; and is acknowledged by the local/regional

small business and economic development community as an advocate for advancing opportunities for entrepreneurial development.

"The Guam SBDC has been an invaluable asset to the small business community with its programs and services helping start-up and existing companies" said Kenneth Lujan, SBA Guam Branch Manager. "Winning the Region 9 award is testimony to their continued commitment and success in the programs they provide and offer to the small business community of Guam and the Pacific Region."

SBA Recognizes Guam Small Business Winners

The Small Business Administration (SBA) held the 26th annual SBA Award Ceremony at the Latte of Freedom multi-purpose conference center in April. For virtually every year since 1990, the SBA Guam Branch Office has solicited nominations for the Small Business Person of the Year, as well as numerous awards for achievements of those who have advocated the interests of small business. This year, SBA recognized seven winners.

Ms. Myracle Mugol received the Home-Based Small Business Champion of the Year award. Mugol is the managing partner for a group of young, talented and knowledgeable women and men with the passion for the arts and a love for their community called Kahmeleon. Their mission is to provide professional audio-visual production services that seek to raise the bar in quality and further highlights the talent that resonates within our community and enriches the value of our local products.

Mr. William Nan Li received the Minority Small Business Champion of the Year award. Nan Li was born in Shenyang, China as the only child and migrated to Guam at the age of 16 with his parents. Now, William is employed at the Bank of Guam as the Assistant Vice President/Business Development Officer. He is also serving as a Board Director with the Chinese Cham-



L-R: Kenneth Lujan, SBA Guam Branch Manager, Bank of Guam Assistant Vice President/Business Development Officer William Nan Li, ASC Trust Corporation President David John, Bank of Guam Vice President/Central South Regional Manager Jennifer B. Sanchez, PISBDCN/Guam SBDC Director Casey Jeszenka, Barrett Enterprises, Inc. President Jessica M. Barrett, and Kahmeleon Managing Partner Myracle Mugol.

ber of Commerce as he continuously advocated for minorities and the opportunities available for them in financial, education, and other social programs that would assist them.

Ms. Jennifer B. Sanchez received the Financial Service Champion of the Year Award. Sanchez has been with the Bank of Guam for 12 years and serves in various capacities while with the bank. She serves as the UOG School of Business and Public Administration's Advisory Council, the founding member and current President of the Pacific Islands Microcredit Institute and a member of the Guam Women's Chamber

of Commerce, and is the Vice President/Central South Regional Manager at the Bank of Guam.

Ms. Jessica M. Barrett received the Women in Business Champion of the Year award. Barrett is the second generation of business ownership following her parents in the family-owned company, Barrett Enterprises, Inc. As President of the company, she understands the changing demands and needs to accommodate the business and residential markets today. She has been recently honored as Guam's first Chamorro Woman Plumber. Her firm is a women-owned, HUBZone com-

pany and involved with the National Association of Women in Contracting.

Ms. Carlotta Leon Guerrero received the Phoenix Award for Outstanding Contributions to Disaster Recovery, Volunteer award. Leon Guerrero's commitment to public service began as a Guam Senator in 1994. She founded the Ayuda Foundation in 1995 to improve the health and well-being of Micronesia through medical missions, emergency relief, and program support.

The Guam Small Business Development Center received the SBDC Excellence and Innovation Award across Region IX which consists of California, Arizona, Nevada, and Hawaii.

Mr. David John received the Small Business Person of the Year award. John is the President of ASC Trust Corporation, a retirement management company based on Guam managing approximately half a billion dollars in retirement assets for 23,000 participants and 340 retirement plans. During the week of May 1st through 7th, John will be invited to represent Guam during the National Small Business Awards ceremony which takes place in Washington D.C.

The Small Business Administration Guam Branch Office would like to extend their congratulations to all Small Business winners for their commitment in advocating for small business.

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
Pamela Peralta, Ed.D., Associate Network Director
pamela@pacificsbdc.com
Nicole Tesiro, Network Program Associate
nicole@pacificsbdc.com

Guam SBDC

P.O. Box 5014, Mangilao, Guam 96923
Telephone: (671) 735-2590 • Fax: (671) 734-2002
Denise Mendiola, WIB Program Coordinator/Senior
Business Advisor
Jane Ray, Business Advisor
Lorie Sablan, Administrative Assistant

Chuuk SBDC

P.O. Box 1604 Weno, Chuuk FM 96942
Telephone: (691) 330-5846
Email: ketsen@pacificsbdc.com
Ketsen Haregaichig, Director/Business Advisor
Sardis Betwell, Business Advisor
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
Email: orrin@pacificsbdc.com
Orrin Pharin, Director/Business Advisor
Lorie Panglinan, Office Manager

Yap SBDC

P.O. Box 1171 Colonia, Yap FM 96943
Telephone: (691) 350-4801 • Fax: (691) 350-4803
Email: jamesl@pacificsbdc.com
James Limar, Director/Business Advisor
Michael Gaan, Business Advisor
Geraldine Mitagayow, Business Advisor
Lona Garayol, Office Manager

Palau SBDC

P.O. Box 816 Korror Palau 96940
Telephone: (680) 587-6004 • Fax: (680) 587-1549
Email: lt@pacificsbdc.com
Ltelatk Fritz, Director/Business Advisor
Alfia Alfonso, Administrative Assistant

Kosrae SBDC

P.O. Box 577, Tofol Kosrae State FM 96944
Telephone: (691) 370-2751 • Fax: (691) 370-2066
Email: skiller@pacificsbdc.com
Skiller Jackson, Director/Business Advisor
Julian Abraham, Business Advisor
Sepe Tolenna, Office Manager

PISBDCN Advisory Board

Lee Webber, Chairman (Guam)
Mike Ady, Member (Guam)
Phillip Reklai, Vice Chairman (Palau)
Casey Jeszenka, Secretary (Guam)
James Gilmar, Member (Yap)
Fred Skilling, Member (Kosrae)
Mason Fritz, Member (Chuuk)
Dr. Anita Enriquez, Member (Guam)
Christine Quichocho, Member (Guam)
Christina Garcia, Member (Guam)
Dr. Annette T. Santos, Member (Guam)
Ken Lujan, Ex-Officio (SBA)

Guam SBDC Training Schedule

Friday, May 27th (8:30am – 11:00am) **Registration & payment deadline 5/25/16 at 12noon

"Financing Options for Small Business Needs"
Presented by Jane Ray, Business Advisor/Training Program Coordinator
Fee: \$20 per person
Synopsis: Gaining access to capital can be difficult and is an important part of running a small business. Knowing what options are available on Guam is important to meet your business needs. Knowing when to borrow, understanding why your small business needs to borrow, and how much you need to borrow are all aspects that will be covered. Examine the criteria that lenders look for when applying for business loans and what to expect throughout the application process. This workshop covers several distinct areas in which it will prepare a small business to be ready when applying for a business loan.

Friday, June 3rd (8:30am – 11:00am) **Registration & Payment deadline 6/1/16 at 12noon

"How to Write a Business Plan"
Presented by Denise M. Mendiola, Senior Business Advisor/WIB 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.

Wednesday, June 8th (8:30am – 11:30am) **Registration & payment deadline 6/6/16 at 12noon

"How to Start a Food Business: New Guam Food Code"
Presented by Denise M. Mendiola, Senior Business Advisor/WIB Program Coordinator and Department of Public Health Representative
Fee: \$30 per person
Synopsis: Are you ready to turn your dream of owning a food service business on Guam into a reality? Before you buy your first piece of inventory, rent your facility, or print business cards with a great name, you need to lay the groundwork for success. This workshop will cover the business plan basics and local government agencies' rules and regulations you will need to be aware of before you apply for a business license, and help you hone your food business idea into a well-designed concept. This workshop is presented by the Guam SBDC Bank of Guam Women in Business (WIB) Program.

Friday, June 24th (8:30am – 11:00am) **Registration & Payment deadline 6/22/16 at 12noon

"Introduction to Financial Statements"
Presented by Jane Ray, Business Advisor/Training Program Coordinator
Fee: \$20 per person
Synopsis: This seminar introduces non-accountants to basic financial accounting concepts, tools and techniques needed for an understanding of an entity's financial statements, the importance of timely, accurate financial statements for your business, the basics of how to read each financial statement, which leads to effective financial control plus interpretation of the health of the business.

Friday, July 8th (8:30am – 11:00am) **Registration & payment deadline 7/6/16 at 12noon

"How to Start a Business"
Presented by Jane Ray, Business Advisor/Training 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!

Friday, July 15th (8:30am – 11:30am) **Registration & payment deadline 7/13/16 at 12noon

"Introduction to QuickBooks"
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, July 29th (8:30am – 11:00am) **Registration & payment deadline 7/27/16 at 12noon

"Financial Statement Analysis"
Presented by Jane Ray, Business Advisor/Training Program Coordinator
Fee: \$20 per person
Synopsis: In this seminar you will gain an understanding of how to assess your business' past, present and future financial condition. Plus you will learn how to evaluate your business' strengths and weaknesses which can serve as a tool to make sound business decisions. Participants shall acquire knowledge in an overall understanding of financial statements that are used as a tool to calculate and interpret various ratios.

Saturday, August 6th (9:00am – 12:00noon) **Registration deadline 8/4/16 at 12noon

"Introduction to Microcredit for Individuals with Disabilities"
Presented by Denise M. Mendiola, Senior Business Advisor/WIB Program Coordinator
Fee: FREE OF CHARGE
Synopsis: This FREE seminar explains the concept of microcredit – how and why it works. If you need to borrow from \$100 up to \$1,000 to start a micro business that will provide extra money for you and the family, then this is where you start. We briefly discuss the training required in personal finance, business planning and peer group development. And we explain the five keys to success of a micro credit institution: training, peer groups, revolving loans, mentoring and savings. This program is made available to Low and Moderate Income individuals and supported by: Bank of Guam, USDA RD, Guam SBDC and other community partners. There is a maximum of 16 participants, so sign up early.

Friday, August 12th (8:30am – 11:00am) **Registration & Payment deadline 8/10/16 at 12noon

"How to Write a Business Plan"
Presented by Denise M. Mendiola, Senior Business Advisor/WIB Program Coordinator
Fee: \$20 per person

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

TO REGISTER log onto <http://pisbdn.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 provide FREE one-to-one, confidential business counseling. Just click "Request for Counseling" on our website (www.pacificsbdc.com) to schedule an appointment.

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

DISCLAIMER: The Pacific Islands SBDC Network is funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Requests for reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For arrangements, please contact Nicole Tesiro, P.O. Box 5014 Mangilao, Guam 96923, Tel: (671)735-2590, or Email nicole@pacificsbdc.com. Services are extended to the public on a non-discriminatory basis.



Ray selected as Guam SBDC Business Advisor

Jane Ray received her Bachelor of Business Administration with a concentration in Finance and Economic from the University of Guam. She then received her Masters in Accounting and Financial Management from the University of Maryland University College. Ray has over ten years in commercial lending experience and was previously awarded the Small Business Banker of the Year award by the Small Business Administration. Ray held positions as the Assistant Relationship Manager at ANZ Guam, Inc., Business Relationship Officer at Coast360 FCU, and Loan Manager at Coast 360 FCU.

The Guam SBDC welcomes Ms. Jane Ray as the newly selected Business Advisor and Training Program Coordinator. To contact her, please e-mail jane@pacificsbdc.com or call 671-735-2595.

Guam Unique Merchandise & Art (GUMA) Participants Graduate from PIMI Course

Each year the Pacific Islands Microcredit Institute (PIMI) conducts two 12-week cycles for their Introduction to Microcredit course where participants go through the process of completing a business plan. The instructor, Denise Mendiola, Senior Business Advisor at the Guam Small Business Development Center (Guam SBDC) and Training Program Coordinator for the Bank of Guam/ Guam SBDC Women in Business (WIB) Program holds a class every Saturday for the duration of the cycle.

For the first cycle of 2016, PIMI conducted the course with the Guam Unique Merchandise & Art (GUMA) organization with about 30 participants. Each Saturday, Denise went over the different aspects of the business plan covering topics such as pricing, marketing, and financial statements. After completing the course, the participants

presented their plans to a panel on May 7, 2016 at the UOG Leon Guerrero SBPA Bldg.

Would you like to start your own small business but don't have credit or cash? PIMI helps to provide people a path out of poverty through self-employment and offers you an opportunity to succeed in your small business through training, small loans, peer groups, mentoring and savings. Its objectives include: Promote the economic growth of the public by providing micro loans, financial & business education, a savings program initiative and ongoing technical assistance to qualified individuals in the program. Through training, the participant is able to identify new business opportunities so that aspiring entrepreneurs have market opportunity and a competitive advantage.

The microcredit training program provided by the Guam

SBDC includes a 12-week business training cycle that focuses on business start-up, business plan writing, and budgeting, marketing, and financial planning. The next cycle is scheduled for Saturday, August 6th 2016. This cycle will be catered to individuals with disabilities seeking self-employment and will be held on Wednesdays. Anyone interested should contact the Guam SBDC at 671-735-2590 or visit www.pacificsbdc.com.

For more information, please call Denise Mendiola at 671-735-2594 or denise@pacificsbdc.com. This program is made available to low and moderate income individuals and sponsored by the Guam SBDC and funded by Bank of Guam.



Hafaloha: Shaping a Family Atmosphere

Continued from page 1

to do them in stages, accomplishing each small goal to reach their ultimate achievement of opening a brick and mortar shop. They first wanted to have an online presence selling merchandise on the web. They attended the Pacific Islander Festival Association (PIFA), exposing Hafaloha to the Pacific Islander community in the West Coast. Then, they opened a pop-up shop in the Guam Premier Outlet (GPO) displaying their style to the Guam community and returned to PIFA the next year. After much exposure and noticing a consumer demand, they finally decided to open their store, located in Tumon across the Pacific Islands Club (PIC). The shop coming to fruition exemplifies the result of hard work and the desire of truly wanting something to happen. Although the stages they went through took a toll on them mentally and physically, they found the strength and motivation in the people who surrounded them with support and guidance. They reflected on their humble beginnings starting with just the two of them and a rack in their bedroom hanging a few of their designs to today where their shop carries a variety of products, serves shave ice and acai bowls, and employs a staff of 27.

Len spoke on how growing up with three sisters helped him understand fashion and gave him advice to craft his own style. He also credited the local clothing brands present in Hawai'i when he was growing up to spark his artistic vision. Tara's background focused on customer service and general operations specifically in the food and beverage and retail industries. Her enthusiastic personality exhibited one who enjoyed meeting new people and a love for learning. As partners, they decided that Tara would be the general manager of operations while Len would be the artistic eye generating designs for new merchandise. The Kaaes spoke a lot about family and centered their business approach on treating their employees and customers like family. The love (or Hafaloha) exudes from both of them constantly smiling when they talk about their business, staff, customers, and each other. It was evident that a lot of care goes into this company.

The Guam SBDC was another support system that helped achieve their dream. Tara listened to the positive advice of Denise Mendiola, Senior Business Advisor/ Women in Business Program Coordinator. Denise's experiences of what worked and didn't work for her in her business ventures aided in how Tara and Len structured their business model. Len chimed in stating his appreciation for how Denise was always available to answer any of their questions. Denise's enthusiasm and inspiring words gave them that boost of confidence needed to believe that their goal was within their reach. Tara mentioned that the workshops that SBDC offered were helpful in managing their operations. The QuickBooks courses gave her a better understanding in basic



Business Name: Hafaloha, Inc.
Owner(s): Leonard and Tara Kaae
Type of Business: Retail
Location: 540 Pale San Vitores Road, Flame Tree Plaza, Ste 103 Tumon, Guam 96923/ Across Pacific Islands Club, Tumon
Contact information: 671-989-3444/
www.hafaloha.com

accounting before they were able to hire an accountant. Preparing the business plan was the most crucial aspect of the technical support received by the Guam SBDC because it laid the groundwork for what Hafaloha would be. The resources available to complete the business plan were valuable especially the convenience of being able to just plug in the data they researched into the financial templates provided and having it generate their reports.

The business plan was also a crucial document for potential partners seeking a stake in Hafaloha. These partners wanted to see their financial projections and sales forecasts as well as how they will execute and implement their ideas. The Kaaes did not take out a loan and, instead, opted to find a partner. The guidance received from these partners became vital in the products produced and the timing of their release. Hafaloha is about constant reinvention and to evolve as a brand as consumer trends evolve. Len stated, "We had to continuously keep it fresh and keep it new." The wide spectrum and number of ideas they had for the shop was immense, and they both stated how thankful they were for the business

savvy of these partners in how to prioritize their ideas and identify which ideas would be beneficial to the growth of their business.

Tara and Len found themselves in challenging situations where mistakes were made but are grateful that they happened because they were able to analyze these situations, learn how to prevent them, and make smarter business decisions. It was discouraging at first, but they told themselves that they can only understand what went wrong and try to find solutions. As a business owner, there is no time to sulk in these types of situations. Len stated, "You have to wake up, brush it off, and ask yourself what you are going to do to fix it. Just keep pushing."

When asked what their most memorable triumph in this start-up process, they simply replied the entire journey. They reflected on how they started and appreciated that they were able to see those dreams realized and those goals accomplished. As the Festival of Pacific Arts (FestPac) approaches, Hafaloha's short-term goals involve working towards utilizing the event to showcase what Hafaloha has to offer. In the coming months, you'll be expected to see Hafaloha collaborate with local and international companies organizing events. In addition, Hafaloha will be able to serve customers from private parties to community events with their mobile shave ice. Over the next years, Hafaloha's long-term goal is to expand their business by opening other locations on Guam. Furthermore, Tara and Len want to improve the shave ice side of their business by

offering more local favorites and unique flavors and creating their own sugar-free syrups to cater to other markets.

Listening to Tara and Len speak on their business and their family was inspiring. Hearing how they started with the one rack in their bedroom—which they still have—to remind them of their journey to planning a second location and offering a variety of products is motivating for any business owner that has an idea that they are passionate about. When asked to give advice to aspiring entrepreneurs, Len and Tara agree that passion is key. They continue to say to have patience and expect to fail, and when you do come across those hiccups, dust yourself off and persevere.

Hafaloha is a two-part retail shop offering clothing merchandise from shirts, hats, surf shorts, women's clothing, and kid's clothing to bags, sunglasses, air fresheners, key chains, coloring books, and stickers. The other part of the shop offers shave ice where they developed their own syrups and acai bowls. For more information on Hafaloha and their products, visit www.hafaloha.com or call 671-989-3444.

For more information on how the Guam SBDC can assist you, visit our website at www.pacificsbdc.com or contact our main office at 671-735-2590. Request for counseling to receive free, confidential one-on-one business advisement or register for upcoming training events at low to no cost to jumpstart your business venture.



Stoney's Rent-a-Car: An Interview with Owner Stoney Talung

Interviewed by: Skiller Jackson
Service Center Director/Business Advisor
Kosrae SBDC

Please tell us about yourself and your family.

My name is Stoney S. Taulung. I was born and raised in Tafunsak Municipality of Kosrae State, FSM. I have a small family of three (Wilson, Strickland and Joyce). I worked at the Statistics Office both at the State and National Government. I accepted the nomination of Governor Weilbacher which enabled me to be the State Public Auditor. I started in 2009 and still hold that position.

Why did you decide to start your own business?

I forced myself to engage in business mainly to do something that will enable me to work after retirement. Retirement is fast approaching and it is better to do something at my own time with the experience gained from government services.

What experience do you have in this type of business?

I had very limited experience in business, but while working for the government for more than twenty years in Statistics, Budgeting, Economics and Auditing, I feel confident that the knowledge I gained will guide me to achieve my goal to deliver a better service.

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



I had very limited knowledge about the Kosrae Small Business Development Center until the Bank instructed me to consult with the SBDC to assist in completing the loan package. I did follow the instructions given to seek assistance from the SBDC. While completing the loan package, I transmitted it to the Pacific Island Development Bank. It took not more than two weeks for the bank to approve the loan request.

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

I started up my business with two unit car rentals and realizing that the demand is increasing, I added two more units. The demand for SUVs is high because government travelers are given \$70.00 per day and they are expecting quality cars that are worth \$70.00. My business is funded by Pacific Island Development Bank and this bank has provided excellent services. They are not focusing on lending but they assist in providing services to

promote economic development for the nation.

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

Car rental services in Kosrae is not as good as in Pohnpei, but providing car rental services in a small island with quality cars is exciting. Currently, car rental services in Kosrae have two types of vehicle to select from. Japanese made cars vs US Made cars, I do realize that most of the time government travelers prefer the U.S. models and the Japanese cars are mostly used by the local customers. The prices of Japanese cars are much lower than the U.S. cars and that is a challenge because if there is no U.S. cars available then the travelers will end up using Japanese cars at this lower rate.

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

Excitement is the key word. When you

Business Name: Stoney's Rent A Car
Owner(s): Stoney S. Taulung
Type of Business: Car Rental Services
Location: Tafunsak Municipal
Hours of Operation: 7:00 am to 10:00 p.m
Contact information: ksauditor@mail.fm
Telephone: 370-3766 Cell phone: 970-9014

are rewarded with a huge amount to work with, you always get excited.

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

My short term plan is considering a package deal which will include building a small local house to serve with the cars. Long term plan is to expand the business to also serve in Pohnpei or Guam.

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

If you have a dream and sit on it then you will never move forward. Sometimes you have to explore all possibilities. Some can be successful and some may not. Doing business will mean that you are paying tax that will translate to contribution to you people which is the government.

For more information on how the Kosrae SBDC can assist you, please contact their office at 691-370-2751 or visit www.pacificsbdc.com.

Kosrae SBDC Training Schedule

Friday, June 15th, 2016

"Financial Statements": Knowing what financial statements are commonly used in the business arena and what information are used to create these statements and where the information come from. Be able to learn how to prepare and read your own financial statements.

Presented by Kosrae SBDC
Location: Kosrae SBDC Training Room

Friday, June 23rd, 2016

"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.

Presented by Kosrae SBDC
Location: Kosrae SBDC Training Room

Friday, June 24th, 2016

"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.

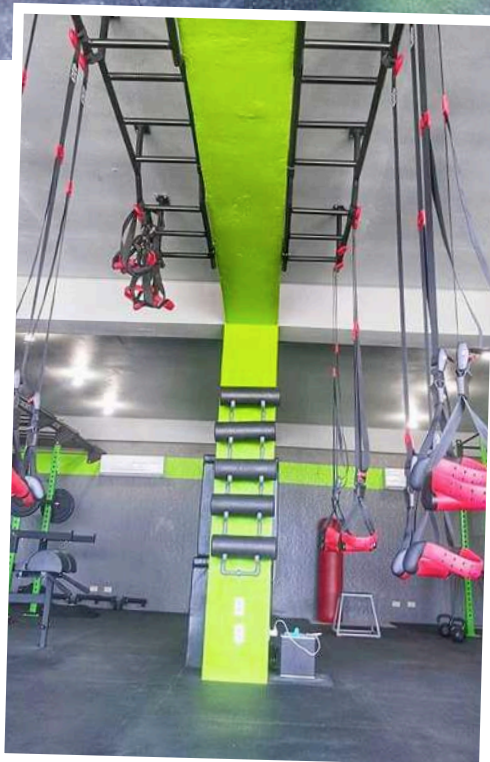
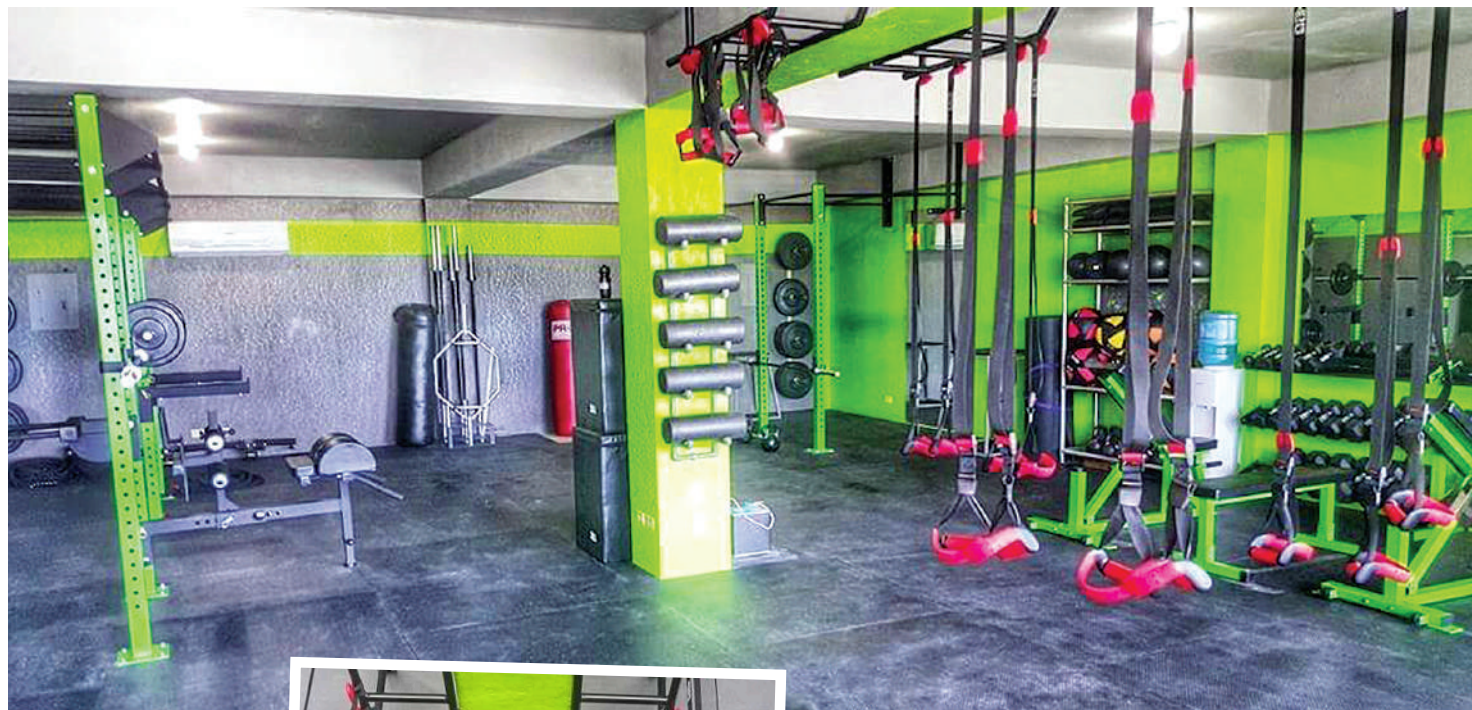
Presented by Kosrae SBDC, FSM SS, and FSM Customs & Tax Administration
Location: Kosrae SBDC Training Room

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! 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.



Latte Built – Functional Fitness & Nutrition: Owner Derek Cutting Shares His Story

Interviewed By:
Orrin Pharmin
Service Center Director/
Business Advisor
CNMI SBDC



Latte Built- Fitness & Nutrition L.L.C.
Owner(s): Derek Cutting
Type of Business: Fitness & Nutrition coaching
Location: Beach Rd. - CDA Building, San Jose
Hours of Operation: 5:30am – 11:00pm
Contact information:
email: lattebuilt@gmail.com
Phone: 783-2265

Please tell us about yourself and your family.

Born and raised outside of Boston, Massachusetts I moved to Hawaii when I was 21 years old. I love the island life and eventually met my wife Tania Chong who is 7 months pregnant with our first baby boy. I am a combat veteran with four tours to the Middle East and still serve my country in the Army Reserve for the last 16 years. Tania and I moved back here to Saipan in March 2015 to start a few businesses and spend time with her family.

Why did you decide to start your own business?

I already had my own personal training business in Hawaii for years. However, the difference of what I started here and what I was doing in Hawaii was looking at what is needed here in CNMI and seeing what areas I could offer more value than what is currently being offered. I love the challenge of working for myself and being able to create something all from a vision. I actually had other business plans before we moved out here but once here, realized the initial idea was already a saturated market. I then decided to build my own gym and create a unique Training and Nutrition Company unlike anything Saipan has ever seen.

What experience do you have in this type of business?

I grew up very heavy set and was clinically obese at 20 years old. My doc at the time informed me I was on a path to diabetes, high blood pressure and possible hypertension. I began working out with a friend who was a former personal trainer and

competitive bodybuilder himself. After dropping over 50 lbs. and 10% body fat in 9 months, I continued my journey to a healthier me over the next few years. Much of my initial education was books and articles I read online or from Amazon. In 2009 I decided to compete in my first bodybuilding competition and to my surprise, I won the overall title. Friends and family began asking me how I got in such great shape, so inevitably I ended up applying for my first personal training certification and began training for a friend. I am now a Certified Personal Trainer and Certified Sports Nutritionist with I.S.S.A. (International Sports Science Administration). I also keep up with many new studies that are released regarding fitness and nutrition.

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

SBDC gave me free access to a great program called LIVE PLAN. This is an online

Business Plan template software that makes the process so much more streamline and efficient. Having a degree in Business I've had to develop and write business plans from scratch in school; however, LIVE PLAN by far made this process much more enjoyable and the final product was very professional looking.

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

I used the CDA 50% backing loan option and chose City Trust as my lender. The start-up process was honestly very difficult and quite

frustrating to say the least. What I was able to accomplish in Hawaii as a business owner in 2 hours took me 6 months here in Saipan.

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

The run-around! There is no incentive to start a business here in CNMI, the local government agencies have you run all around the island applying for this form and that form, all requiring a fee for every filed form. Many of the employees I experienced throughout that 6 month journey honestly did not even know the proper procedures to begin with in order to point me in the right direction. I don't blame them for their lack of knowledge, I blame the government for not properly training them and developing an easy to follow guideline

for us entrepreneurs looking to help build and improve the economy here in Saipan. It became very discouraged after a while, but I kept pushing forward to finally end up with this end result of an approved loan and all the proper documentation.

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

Being approved for the loan which took 6+ months to apply for.

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

Short term- To properly and efficiently educate and guide those who are looking for a physical and mental transformation. I wish to help anyone who is seeking help and advice in their road to a healthier body. Long term- Educate enough local people (starting with children) to start an island wide movement toward a healthier happier lifestyle.

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

Have PATIENCE. Plan accordingly by setting realistic goals for yourself. Saipan does not operate like a normal business driven economy.

LATTE BUILT
Functional Fitness & Nutrition



CNMI SBDC Training Schedule

June 08, 2016

"How to Start A Business"

CNMI SBDC will be conducting How to Start a Business FREE OF CHARGE. 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!

Location: Northern Marianas College (Saipan Site)

Time: 10:00am-12:00pm

June 17, 2016

"How to Prepare A Marketing Plan" (Luta);

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 pro-

gram. 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.

Location: Northern Marianas College (Rota site)

Time: 10:00am-12:00pm

July 13, 2016

"How to Write A Business Plan";

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.

Location: Northern Marianas College (Saipan site)

Time: 10:00am-12:00pm

July 28, 2016

"How to Write A Business Plan" (Tinian)

Location: Northern Marianas College (Tinian site)

Time: 6:00pm-8:00pm

August 10, 2016

"How to Prepare A Marketing Plan";

Location: Northern Marianas College (Saipan site)

Time: 10:00am-12:00pm



All workshops will be conducted by the CNMI SBDC Director/Business Advisor.

Workshops listed above will be offered to business owners and potential business owners during the months of June through August 2016. For more information, please contact your local SBDC at (670) 664-3018 or at email address lorie@pacificsbdc.com.

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 670-664-3018 for arrangements.



Chuuk SBDC Training Schedule

The Chuuk SBDC workshops are offered at NO CHARGE.

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 arrange-

ments, please contact the Chuuk

SBDC at 691-330-5846. Services are

extended to the public on a non-discriminatory basis.



DATE	TRAINING TOPIC
June 15, 2016	Marketing
June 16, 2016	Customer Service
June 17, 2016	Team Work
July 14, 2016	Record Keeping I: Analyzing Transaction-Day 1
July 15, 2016	Record Keeping II: Posting of Transactions-Day 2
August 10, 2016	Business Diversity



Palau SBDC Training Schedule

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. 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.



DATE	TOPIC	LOCATION
06/02/2016	How to Start a Farm (Outreach)	TBA (Desbedall)
06/03/2016	How to Start a Farm (Outreach)	TBA (Keiukl)
06/06/2016	How to Start a Business (Outreach)	Peleliu
06/07/2016	How to Start a Farm (Outreach)	Peleliu

Palau SBDC Conducts Agriculture and Aquaculture Farming Workshops

By: Ltelatk Fritz

Service Center Director/Business Advisor
Palau SBDC

Workshops were organized to address the concerns of prospective farm business owners or small scale farming enterprises in the Republic of Palau. The recent Agri-/Aqua-culture fair held at Ernguul Park during December 2015 had increased awareness and interest in such enterprises. However, many prospective farmers had significant gaps in knowledge of starting a farm in either agriculture (livestock or horticulture) or aquaculture.

Five (5) half-day workshops were offered free of charge, with the support of Palau Community College Continuing Education sponsoring the venue for the three-day event. Each individual session, was an independent session with participants registering, participating, and evaluating each session, for five (5) workshop sessions.

Jamie Chen, Agriculture Specialist, Taiwan Technical Mission, Terebkul Tellei, Agriculturist III, Bureau of Agriculture, Dr. Aurora G. Del Rosario, Plant Pathologist/Researcher, Palau Community College Cooperative Extension (PCC-CRE), and Mr. Felix Sengebau, Extension Agent, PCC-CRE presented on How to Start a Crop Farm (Fruit/Vegetable) In Palau workshop. Ms. Jamie Chen provided a detailed overview of the projects at Taiwan Technical Mission, including a brief history of the organization. Participants learned the basic requirements needed to grow popular items grown at Mission, such as the famous dragon fruit, guava, and taro seedlings. Mr. Terebkul Tellei provided an excellent presentation on the requirements and expectations of managing a crop farm in Palau, particularly the effort required to maintain the proper conditions for crop production.

Participants learned the various crops that can be grown in Palau's soil and the local favorite crops that are commonly sold or sought in the markets/grocery stores. Participants learned about composting and its benefits to the environment, crops, consumers and the business in terms of crop value. Mr. Tellei provided a guideline of the "steps" to starting a crop farm in Palau, including the permits and assessments needed and the agencies that provide these documentations.

Dr. Del Rosario provided an economical preview of the financial benefits to crop farming in Palau. A guide to the individual types of crops commonly sold in the grocery store, its basic requirements,



and potential market value. During the open discussion, participants learned about the risks of managing a crop farm in Palau, including drought, soil deterioration, pests (especially rodents and fruit flies), and others. Participants learned the importance of having both livestock and horticulture co-existing on a farm to support plant nutrition (composting wastes) and using crop refuse in supplementing livestock feeds. Participants also learned about the available products and services available at Bureau of Agriculture, Taiwan Technical Mission, and Palau Community College Cooperative Research Extension. Participants established positive networking relationships with members of the regulating agencies.

Mr. Kashkar Rengulbai, Manager, Bureau of Agriculture (BOA) and Taiwan Technical Mission (TTM) representatives presented on How to Start a Livestock (Poultry/Pig) Farm. Participants in the workshop on "How to Start a Livestock (Poultry/Pig) Farm" learned a lot of helpful information from Mr. Kashkar Rengulbai's presentation. Participants learned the basic infrastructure needs for setting up a poultry farm, including the pre-fabricated housing available through Palau's Bureau of Agriculture and the Taiwan Technical Mission in Palau. The life cycle of this particular breed of chicken, which serves as dual-purpose both egg laying and for meat, was presented to the participants. From this, the participants learned the basic requirements of feeding, caring, and housing the chickens, as well as their behavior and general expectations. The same type of information was discussed on raising hogs, such as the basics in housing, need for clean water, feeding, and breeding the livestock. Participants learned of the potential costs and revenues that could be generated from both

poultry farming and hog farming activities. Participants were shown a provided a guideline on the "steps" required getting the proper license and/or permits required for starting an agriculture farm. The various agencies and/or organization from which these documentations are obtained were disclosed as well.

Kulie Rengulbai, Outreach Officer, EQPB and Bernard Sikyang, Environmental Health Specialist Food Safety Program, DEH conducted the Rules and Regulations in Farming – Agriculture and Aquaculture workshop. Ms. Rengulbai presented the common EQPB Regulations affecting commercial farms in agriculture and aquaculture. Participants learned suggestions to protect the soil from erosion and ending up in nearby water systems. Participants learned of EQPB's regulations on fertilizers, such as only USDA approved fertilizers can be used in Palau.

Mr. Bernard Sikyang presented the common requirements and permits from the Division of Environmental Health. Participants learned valuable information about producing quality safe products in a healthy environment. Participants learned the importance of maintaining a clean environment to prevent pests and rodents from damaging crops, supplies, equipment, and facilities. Information on handling pests with organic materials vs. chemical products was discussed during the presentation. Participants learned about the resources and services available at EQPB and Environmental Health. Participants established positive networking relationships with members of the regulating agencies.

Shonya K. Andreas, Acting Manager-Employer Services Section, Social

Security Administration and Ltelatk H. Fritz, Director/Business Counselor, Palau SBDC presented on How to Start a Farming Business in Palau.

Ms. Andreas presented an informative PowerPoint presentation on the employer's responsibilities under the rules and regulations of the Social Security Administration's office. Participants learned the differences in having employees and working independently as both business owner and "employee." Participants learned how to fill out the forms for Social Security reporting and payments. Participants learned about the requirements under the Health Care Fund. Participants learned about voluntary contributions and preparing for retirement in the private sector.

Director Fritz presented the common business requirements from farm owners that often overlooked—administrative procedures. Participants learned the different tax forms for Gross Receipts Tax and for Income Tax; both taxes are common to farm business. Participants learned the importance of planning and investment of effort and time to review and evaluate plans from time to time...as a map for business success. Participants learned about opportunities for funding—capital investments, commercial loans, angel investments, and raising stocks. Participants learned about the resources and service available at the Social Security Administration and Palau SBDC.

For more information on how to start a business, please contact the Palau SBDC at (680)587-6004 or cell phone #775-5472 or e-mail: alfia@pacificsbdc.com or palausbdc.com or palaunet.com.