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

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An Interview with Taliea Strohmeyer: “Color Guam”



Taliea Strohmeyer, a local artist trained in graphic design and painting, shared her story on how she fell in love with art and took us through her journey in how she started her business involving one of her greatest passions.

Please tell us about yourself and your family.

I've been an artist for over 30 years. Art is who I am, from the day I picked up a paintbrush I knew my calling. I was exposed to the medium at a very young age and count the late Sister Kathleen Sarmiento as a driving influence along with my musical family.

I learned a great deal of discipline and relentless practice in art school. This allowed me the opportunity to train in Europe & Asia.

Being a fine artist & graphic designer is a unique combination of skills. I had to merge both these skills when we created our first interactive historical book, “Explore, Learn & Color Guam” and reproduce my original works of art. Both these products are now sold online at our website and at various retail locations on Guam —Two Lovers Point, the GUMA Gallery, NEX and other retail outlets on island.

I also love teaching painting. I love to see how people go from “I don't know” to “Now I know” when they complete a session. I have instilled a love of art in my children and count them along with my business partner and husband, Tom as my core inspiration today.

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The Field Bar and Restaurant (Palau): Great Atmosphere and Food



By: Ltlatk Fritz

Service Center Director/Business Advisor
(Palau SBDC)

Spectacular sunset views at dusk overlooking the bay towards Ngarkebesang Island, The Field Bar & Restaurant is owned and operated by Wilbur “Olu” Williams. It is a family-friendly, full-service restaurant with a semi-formal, relaxing atmosphere. The Field is also a chic bar, open nightly from 6 pm to midnight on weekdays and until 1 am on Saturday nights.

With the help of his family, Olu officially opened The Field for business in July 2013. Although he did not have a lot of experience in the food & beverage industry, he has always envisioned owning and running a bar and restaurant. He is extremely grateful for the support and knowledge he gained from watching

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SBA Recognizes Top Lenders

"SBA recognizes Bank of Guam as co-winner of the '2015 SBA Lender of the Year Award.'"



"SBA recognizes Coast 360 FCU as co-winner of the '2015 SBA Lender of the Year Award.'"



By: Kenneth Lujan
Branch Manager
(SBA Guam Branch)

Fiscal year 2015 proved yet another stellar year for the U.S. Small Business Administration (SBA), as most of its financial assistance programs reached new, all-time records, which translated into substantially increased access to capital for the nation's small businesses.

At the completion of the year, the U.S. SBA Guam Branch Office announced a tie between the Bank of Guam and Coast360 Federal Credit Union for the 2015 SBA "Lender of the Year" award. It was the fourth consecutive year for the Bank of Guam and the first year for Coast360 Federal Credit Union to garner this prestigious recognition. It also marked the first time that SBA had two lenders tied for the award. "Of the many years of service I've had with the SBA, I have never experienced two lenders having equal results at the end of the fiscal year," said Kenneth Q. Lujan, SBA Guam Branch Manager. "Having an equal representation from the FDIC and NCUA lending community is beneficial to all small businesses."

SBA's primary business loan programs are the 7(a) Loan Program, authorized pursuant to Section 7(a) of the Small Business Act, and the 504 Loan Program, authorized pursuant to Title V of the Small Business Investment Act of 1958. The two programs were instrumental in providing the needed capital to stimulation growth within our economies.

Banks, savings and loans, credit unions, and other specialized lenders participate with SBA on a deferred basis to provide small business loans that are structured under 7(a) guidelines.

When a loan is guaranteed by SBA, certain conditions are imposed on the lending institution. Some of these conditions are related to how the lender must close and administer the account; others are imposed on the borrower, and pertain to the business or its owner(s). The borrower must agree to these requirements as a condition for obtaining the loan.

There are a total of six lending partners on Guam who are participating in the SBA Loan Guaranty Program. They are the ANZ Bank, Bank of Guam, Bank of Hawaii, Coast 360 Federal Credit Union, Community First Guam Federal Credit Union, and First Hawaiian Bank.

SBA 7(a) and 504 Loan Programs

The 7(a) Loan Program's main purpose is to help eligible small businesses obtain credit when they cannot obtain "credit elsewhere." In addition, SBA recognizes that the 7(a) Loan Program is also an important engine for job creation. The 7(a) Loan Program provides financing for general business purposes through SBA's guaranty of a loan made by an approved lender.

The 504 Loan Program is an SBA financing program established to target companies in their growth cycle to create jobs, expand the tax base and improve American communities. Specifically, the core mission of the 504 Loan Program is to provide long-term fixed asset financing to small businesses for the purchase or improvement of land, buildings, and major equipment purchases, in an effort to facilitate the creation of jobs and local economic development.

The growth in the flagship loan program is indicative of the continued outreach and streamlining of program delivery. The increase in the number of small businesses supported in FY 2015 reflects specific focus on improving technology, streamlining delivery, and increasing access to capital for underserved markets, and very small entrepreneurs.

For several years, a key priority of the agency has been to ensure that small businesses in underserved markets get their fair share of financing. These businesses have historically encountered greater challenges in obtaining loans through conventional lending. Through the support of our lending community and the programs offered by the SBA, our economy will continue to grow.

Please visit your nearest SBA lender for the needed capital. For more information about the SBA's loan programs and other financial assistance as well as services, please visit www.sba.gov.

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- Registration includes Profit Mastery materials, lunch and refreshments
- You will laugh. We promise!



March 24th & 25th, 2016 8:00am - 5:00pm
\$80 per person Outrigger Guam, Tumon

Dress comfortably & bring a calculator.

MONITORING FINANCIAL POSITION
Understanding the Income Statement
The Roles of a Balance Sheet
Financial Ratios & Efficiency
Financial Cause & Effect
Case Study & Practical Application

CAUSE & EFFECT: ROADMAP TO A BIGGER BOTTOM LINE
Identifying Financial Distress
Seeing the Symptom
Identifying the Cause of the Problem
Prescribing a Cure
Improving Cash Flow and Profitability

INCOME STATEMENT: BREAK-EVEN ANALYSIS
Managing Income Statement
Understanding Cost Behavior
Contribution Margin
Applying Break-Even in Your Business
Case Study and Application

2014 PROFIT MASTERY GUAM ATTENDEE COMMENTS:

"Love it! Thank you for bringing LeFever back. He inspires me to do a better job with my financials."

"Well worth the money. I am surprised it did not cost more."

"Definitely worth attending for any current or future business owner."



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.

Registration & Payment Deadline: 03/21/2016 12noon

Contact the Guam SBDC @ 735-2590 for more information or visit www.pacificsbdc.com

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Guam's First HACKATHON

March 2, 2016 8am - 5pm

University of Guam, School of Business and
Public Administration Building

What is a Hackathon?

A Hackathon allows us to use our collective resources, skillsets, and ideas to collaborate and launch a concept within a specific timeframe.

Design. Build. Launch

Guam's First Ever Hackathon is non-themed but centered on innovation and technology. If you have an interest in joining the Hackathon e-mail ventureguam@gmail.com

FREE & OPEN TO ALL

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Guam SBDC Training Schedule!

SAVE YOUR SEAT & REGISTER TODAY!

Tuesday, March 8th (8:30am – 11:00am) **Registration deadline 3/4/16 at 12noon
"How to Start a Business"

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

Fee: FREE OF CHARGE

Location: UOG Guam Leon Guerrero SBPA Building (Room# 149)

SYNOPSIS: In celebration of the University of Guam's 2016 Charter Day, the Guam SBDC will be conducting this workshop 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!

Thursday, March 17th (8:30am – 11:30am) **Registration & Payment deadline 3/15/16 at 12noon
"How to Start a Food Business: New Guam Food Code"

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

Fee: \$30 per person

Location: UOG Leon Guerrero SBPA Bldg. Room #148

Friday, April 8th (8:30am – 11:00am) **Registration & Payment deadline 4/6/16 at 12noon
"How to Write a Business Plan"

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

Fee: \$20 per person

Location: UOG Guam Leon Guerrero SBPA Building Room# 148

Friday, April 15th (8:30am – 11:00am) **Registration & payment deadline 4/13/16 at 12noon
"How to Prepare a Marketing Plan"

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

Fee: \$20 per person

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

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.

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 or call the Guam SBDC Office at 735-2590.

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Guam's First Ever Hackathon

By: Andrea Felder
Venture Guam
Owner

The term "Hackathon" usually denotes a sense of anxiety or blackhat sentiment when people who've never heard the term hear it for the first time. I assure you it's quite the opposite. A Hackathon also known as a hackfest or codefest is an event built to solve challenges or problems. Usually Hackathons focus on developing technology either software or hardware that can be designed, built, and launched within one to three days. The purpose of "Guam's First Ever Hackathon" is to promote collaboration, creation, and community on our island.

As we delve into a global economy our talent and ability to innovate will prove paramount. I will not falter in the belief that we have long since been gifted with the spirit of growth through community. This has consistently proven to be our strength as islanders. Recently, my father told me a story about how villages operate in unison to sustain everyday life. Every household in the village served a purpose even down to details like "who made the tatiyas". The concept of a Hackathon is not dissimilar, every participant gathers and puts their skills on the table to create something amazing and unforgettable through the use of technology, mentorship, and validation.



"Attendees brainstorm in the iOS Hackathon."

Being that this is a unique "first of its kind experience" the Hackathon and associated tech events will be powered by a live stream-

ing platform known as Blab.im. This will give us the capability to showcase our local talent on a global scale.

As you read this article you may begin to ask yourself, "If I'm not a techie or entrepreneur why should I support Hackathons?" The answer is simple, supporting Guam Hackathons and Technology Based events helps to foster long standing economic sustainability and growth. It does so by giving people on Guam the ability to innovate and create on the same level as everyone else around the world. Hackathons and Popup tech events are stepping stones towards innovation and creation. By supporting our Hackathons you are supporting new opportunities for work force development, business growth, innovative education, and many more economic benefits.

Thanks in large part to our sponsors and partners, Venture Guam is able to host and moderate these tech events for our island throughout 2016 and well into the foreseeable future. Your support and participation is welcomed and needed. No idea is too big or too small to play a meaningful role in Guam's economy and well-being. If you have any questions or interests please feel free to email Andrea at VentureGuam@leanmobileapps.com. You can also join us at our Tech Meetups every Sunday from 3pm - 5pm at Jeff's Pirates Cove in Ipan, Guam. Thank you to the SBDC, Jeff's Pirates Cove, and many other sponsors who have made our vision a reality.



Yap SBDC Training Schedule

February 19th (9:00am – 11:00am)

"Record Keeping for Small Business"

Presented by: Geraldine Mitagow, Business Advisor

Location: SBDC Room #113

Synopsis: This training provides general guidance on financial record keeping for small businesses.

February 24th (10:00am – 12:00noon)

"Pricing Process"

Presented by: James Limar, Business Advisor

Location: SBDC Room #114

Synopsis: Introduces participants to the basic steps involved in the process of pricing.

February 25th (10:00am – 12:00noon)

"Pricing Methods"

Presented by: James Limar, Business Advisor

Location: SBDC Room #114

Synopsis: Introduces participants to the 3 commonly used pricing methodologies, their advantages and disadvantages.

March 18th (9:00am – 11:00am)

"How to do Simple Bookkeeping"

Presented by: Geraldine Mitagow, Business Advisor

Location: SBDC Room #113

Synopsis: 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 cashbook.

March 21st (10:00am – 12:00noon)

"A Starting Point in Developing Financial Statements"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

Synopsis: Introduces participants to the basics of record keeping while putting emphasis on the importance of good record keeping to small businesses.

March 22nd (10:00am – 12:00noon)

"Income Statements"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

Synopsis: 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 record-keeping in order to manually generate an income statement will be discussed and emphasized during the workshop.

March 23rd (10:00am – 12:00noon)

"Cash Flow Statements"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

Synopsis: 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.

March 24th (10:00am – 12:00noon)

"Balance Sheets"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

Synopsis: Introduces participants to the basics of a balance sheet, including what a balance sheet is, the basic elements of a balance sheet, and where you get the information that goes into the balance sheet. A sample balance sheet template will be used during the workshop. Linking the balance sheet with the other two financial statements will also be covered.

March 25th (10:00am – 12:00noon)

"Break-Even Point Analysis"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

Synopsis: 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.

April 22nd (2:00pm – 4:00pm)

"How to Write a Business Plan"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #113

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.

May 20th (1:00pm – 3:00pm)

"How to Evaluate your Business Idea"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #113

Synopsis: Before starting the process of planning and opening a business, it's important for the entrepreneurs to properly evaluate themselves and their business idea. This workshop leads the participants through evaluating their strengths/weaknesses, reasons for going into business, and then evaluating their business idea for the right fit.

May 23rd (10:00am – 12:00noon)

"A Starting Point in Developing Financial Statements"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

May 24th (10:00am – 12:00noon)

"Income Statements"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

May 25th (10:00am – 12:00noon)

"Cash Flow Statements"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

May 26th (10:00am – 12:00noon)

"Balance Sheets"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

March 27th (10:00am – 12:00noon)

"Break-Even Point Analysis"

Presented by: Mike Gaan, Business Advisor

Location: SBDC Room #114

Workshops listed above will be offered to business owners and potential business owners during the months of February through May 2016. 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.





Continued from page 1

Why did you decide to start your own business?

I had spent over 20 years working in the field of advertising creating print campaigns, booklets, logos, packaging, basically any type of visual art that would communicate to the masses. I had climbed the corporate ladder and found myself as a Creative Manager, managing several incredibly talented people, but I had always wanted to branch out on my own doing something art related and spend more time with my children.

In early 2014, I embarked on that journey. I picked up the phone and made an appointment with Denise Mendiola. We went over an entire list I had in mind. She said, "Go out there and see what's in the market and then we could talk again." I did the research and became frustrated – all my ideas were already on the shelves. I felt discouraged but met with her again. She told me to think of something that hadn't been made yet and said, "You have a talent, use it, spend some time thinking about it, and do more research."

A couple of weeks went by and out of curiosity I went to my first FestPac meeting conducted by Monica Guzman. I was asked to introduce myself and what group I was from. I found myself surrounded by Guam's cultural gatekeepers. It was a very profound moment for me because they were all in one room and had so much knowledge on our culture and our people and they were determined to educate our youth. Sitting there I felt a bit ashamed because I was raised on this island, I am Chamorro and what have I done to educate our people about our past, our culture & traditions in my art? I also thought about my children and the type of legacy I want to leave behind. That day I made a promise to myself that whatever my product would be, it would educate our children and those who know very little about Guam and our cultural heritage.



As the weeks passed, I struggled to come up with a product with a historical focus. Until one day my husband and I decided to take our kids to the Plaza de España. Being curious little kids they took off running. When they finally caught their breath we took them on a tour. They just loved the park and had so many questions. My daughter took a certain admiration with Chocolate House. She was only five years old at the time, but wanted to know who built it and why. She loved listening to the story. That was when a light went off on my head and the possibility of creating a historical book for kids and adults. That's how "Explore, Learn & Color Guam" was born.

What experience do you have in this type of business?

The only thing I had under my belt was my graphic and fine arts experience, managing employees and working with people, but the whole business aspect was something I had to learn.

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

The guidance I received from my advisor, Denise Mendiola was truly one of the keys in creating our first product. I became organized, I did my homework, and I listened to her ideas and her professional advice and took the necessary steps I needed to make our idea into a reality.

What was the start-up process like?

How did you fund your business?

The start-up process was challenging. It took a year for us to complete the coloring book. We kept an eye on our financial resources, what we had already spent on the book and art prints and what we were going to spend in the future. We looked at all the equipment that was needed, the amount of time it would take and had to compare costs and quality of each vendor.

We decided to use some of our funds in our savings to print the English/Chamorro version of the coloring book. Our Japanese/Chamorro book was funded by the Guam Unique Art & Merchandise (GUMA) grant money we were awarded. We were working with both the Guam Unique Art & Merchandise and SBDC to create our business plan.

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

The market research, the financials and the marketing aspect of promoting our products. We had to present to the Board of Directors of GUMA. I can say looking back, we definitely had the jitters, but that nervousness wore off as we plunged into all the research and planning in our business plan. It was exciting and at the same time very emotional for me because of the enormous time and energy we spent on our business plan.

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

Handing our first printed book in English & Chamorro to our advisor, Denise Mendiola, completing our business plan and being awarded the Guam Unique Art & Merchandise (GUMA) grant a month after our presentation to translate out book in Japanese.

Taliea Strohmeyer

Owner(s):

Taliea & Thomas Strohmeyer

Type of Business:

Education through Art

Location:

Yona

Hours of Operation:

8am to 5pm

Contact information:

Taliea Strohmeyer
colorguam@gmail.com
Tel: 687-1075
Colorguam.com

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

Our short term plan is to build exposure with our products going into FestPac. Our long-term plan is to be sustainable and to diversify our product line. We are currently working with Guam tour agents to purchase our books as they not only educate visitors, but could be used as a tour guide to get around Guam and it would be wonderful for visiting families to color together. We are also working with the public and private schools to carry our books and are adding more downloadable educational art on Guam on our website. We have another business idea brewing that we are very excited about, but that will all come in due time and we will definitely work with SBDC again.

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

Find something you are passionate about. That passion and burning desire is one of the biggest keys. Learn from the experts, find an advisor at the SBDC who will help you through the process. Finish your business plan, it's your roadmap. I read a lot of material on how some of the most successful businesses have started and the struggles these owners had to endure and the lessons they had to learn. Whatever you do keep moving forward.

2015 Women in Business Conference Focused on Creating Capital

The 2015 Women in Business Conference was held on November 19, 2015 at the Westin Resort Guam. The theme for the conference this year was "Creating Capital for a Sustainable Business and Community." The all-day conference featured guest speaker Elissa Hillary, Executive Director of Local First, an entrepreneurial nonprofit working to build a sustainable economy, in West Michigan. Hillary is a 2011 Business Alliance for Local Living Economies (BALLE) Founding Fellow. She was named one of Grand Rap-

ids Business Journal's "Top 40 under 40" business leaders in 2010 and 2012, "Non-profit Newsmaker of the Year" in 2014, and a 2014 BCorp Measure What Matters Champion. Hillary spoke on how to create a Buy-Local campaign strategy –messaging, consumer outreach, small business development, and value proposition; how to map the local funding ecosystem; and accessing capital to start and grow: non-traditional sources, online resources for crowd funding and peer to peer lending.



The Field: Family - Friendly Business



Owner, Wilbur "Olu" Williams.



Dining area at The Field.

Continued from page 1

his in-laws run their restaurant. After 24 years working for Palau's national government, Olu was able to lease the old Peleliu Club—the original location on the ground floor at Uchul a Ngas in Medalaai—as well as obtaining capital to renovate, re-wire, and re-furnish the place with the help of his family.

In 2015, he came to the Palau SBDC to seek assistance in expanding his business. Olu needed additional capital to increase his inventory and revitalize the business operations.

Palau SBDC was able to help The Field successfully retain three (3) existing jobs and maintain its operations, in addition to the acquisition of new capital obtained from the Palau National Development Bank.

Today, The Field is thriving and riding the current waves of increased business from the locals celebrating the many holidays and annual festivities. As a restaurant, The Field serves up a great selection of delicious local and international cuisines. During the work week, The Field is open for lunch from 11 am to 2 pm. In the evening, it re-opens at 6pm for dinner every evening

except for Sundays. Some of the local favorites include the Kangkum Tuna and the Sizzling Steaks. The Field also offers catering for in-house events such as birthday parties, baby showers, workshops, luncheons, office dinners, family reunions, class reunions, and even local customs.

The Field is a very family oriented business, as Olu and his family are very supportive of one another. The management is flexible and is often able to meet with the needs and requests of

their clientele. The Field also allows guests to book the venue and bring in their own food and drinks, with prior arrangements. There's a separate smoking area within the restaurant to make it convenient for everyone. It is spacious enough to comfortably fit 70-75 guests.

As for entertainment, The Field has two extra-large flat screen televisions—one at the bar and one in the dining area. Live, local entertainment is available upon request for additional charges.

The Field is open six days a week—Monday through Saturday. It is located at the Peleliu Club Building, next to Bai ra Maiberel and Palau Conservation Society, across from Happy Landing Shell Station. You can contact them at (680) 488-1888; e-mail olu.medorm@gmail.com; or follow them on Facebook.

For more information on how the Palau SBDC can assist you whether starting or expanding your business, contact their office at 680-587-6004 or visit www.pacificsbdc.com.

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 e-mail: alfia@pacificsbdc.com or palausbdc@palaunet.com for more details.



TRAINING/WORKSHOP TITLE	DATE
1. Starting up Pigs & Poultry Farms in Palau Starting up Crop Farms in Palau	03/09/2016
2. Starting up an Aquaculture Farms in Palau (Clams, Crabs, and Fish) Rules, Regulations, and Requirements for Farms	03/10/2016
3. Starting up Farm Business in Palau	03/11/2016
4. How to Start a Business	03/17/2016
5. How to Write a Business Plan - National Dev. Bank of Palau - Bank Pacific - Bank of Guam - Bank of Hawaii	04/11-12/2016



An Interview with Noel Lazaga, Owner of Guam Yard and Maintenance

Please tell us about yourself and your family. My name is Noel Lazaga and my wife is Hikie Lazaga. We are both born and raised on Dededo, Guam and have been together for six years. We met at the Chamorro Village dancing the chacha at the Wednesday night market. Since then, we've been together.

Why did you decide to start your own business? Because I want to have the experience of owning my business. I also wanted to provide for myself and my wife because our current income was not enough to support our lifestyle.

What experience do you have in this type of business? I have been doing yard and maintenance for over five years.

How did the Small Business Development Center and other resources help



Noel and Hikie Lazaga, owners of Guam Yard and Maintenance, take a photo in front of one of their company vehicles.

you? Meeting with our business advisor Fred Granillo assisted us with our business plan. He mainly worked in providing good advisement on our financials that prepared us to present it to the bank for additional funding. In addition, we also took the fundamental training courses such as "How to Start a Business" and

"How to Write a Business Plan" to help us get a better impression of organizing our ideas.

What was the start-up process like? How did you fund your business? The start-up process was difficult at first. I used my personal funds to start-up the business. However

Guam Yard & Maintenance
Owner(s): Noel and Hikie Lazaga
Type of Business: Janitorial and lawn care services
Location: Cliff Business Center C-9
 178 Francisco Javier Drive, Agana Heights GU 96910
Hours of Operation: M-F 8-5/ Saturday 8-12
Contact information: 858-7069 / c: 898-9113

in 2011, we needed more equipment therefore we applied for a loan.

What were some of the biggest challenges/experiences you experienced in the start-up process? We needed help with funding and marketing. But as the years went by, it became easier to handle. Like mentioned previously, we were granted a loan which helped fund some equipment. As per marketing, as our customer base grew utilizing word of mouth as-

sisted us in getting our business name out there.

What is your most memorable triumph in your start-up process? When we had booked our first client and were officially open, that made us the happiest business owners in our start-up process.

What are your short-term and long-term plans for your business? Our short term goals are to gain more customers. Specifically, an increase of four more clients per month. In the long run, we plan to hire more employees to satisfy this increase.

What advice would you give to others who want to start a business at this time? "Starting your business is hard at first but when you have others to assist you plus the passion and determination to succeed, you can accomplish your goals."



Green Flash Comics Now Located in Joeten Superstore Building

Please tell us about yourself and your family. I arrived on Saipan in 2002 to teach math at the Northern Mariana College (NMC). I left NMC in 2009 and taught math at Marianas High School for two years. I also taught a computer course and math at Zayed University in Abu Dhabi in 2011-2012. I then returned to Saipan in 2012. My wife's name is Susan, who works for IT&E as a purchaser and we have two children: James (11) and Sarah (9).

Why did you decide to start your own business? While in Abu Dhabi, I attended the very first annual "Comic-Con." Although there is a high demand for comic book merchandise as well as a high level of brand and character recognition, I discovered that there were no comic book merchandise stores in the entire country of the United Arab Emirates. The one condition for starting a store

GREEN FLASH COMICS
Owner(s): GLENN D. KEATON
Type of Business: COMIC MERCHANDISE RETAILER
Location: JOETEN SUPERSTORE BUILDING
Hours of Operation: TUESDAY THRU SATURDAY: NOON TO 7:00 PM, SUNDAY: NOON TO 6:00 PM. CLOSED ON MONDAY.
Contact information: PHONE: 670-233-0899; MOBILE: 670-285-4536.

there is that I would need to already have a business elsewhere, so I decided to start one on Saipan since there were no other full comic merchandise stores on the island.

How did the Small Business Development Center and other resources help you? They got me started in the right direction by helping



Green Flash Comics merchandise at their new location in the Joeten Superstore Building.

me with the logistics of starting a business on the island.

What was the start-up process like? How did you fund your business? I funded the business completely through personal savings

I did not take out a loan or need to borrow money. The start-up process took more than a year. It's a lot of work and planning plus finding a suitable location. This all took a bit of time.

What were some of the biggest chal-

lenges/experienced in the start-up process? There were plenty of challenges, including finding a reasonably proper location, setting up how to make and receive orders, finding out what was in demand and what was not, establishing

a clientele.

What is your most memorable triumph in your start-up process? Just opening the doors for the first day of business knowing the store was absolutely ready to begin business.

What are your short-term and long-term plans for your business? Short term: Moving to a better location (which has been accomplished). Long term: Opening a store in the U.A.E.

What advice would you give to others who want to start a business at this time? With the price of oil dropping as much as it has in the past year or so, plus the noticeable increase in construction on-island, it might be a good time to consider starting a business.

For more information on starting a new business or expanding your existing business, contact the CNMI SBDC at 670-664-3018.

CNMI SBDC Training Schedule

Tuesday, March 08, 2016

"Saipan: How to Start a Business";

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 – Room D1)

Friday, March 25, 2015

"Saipan: 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 – Room D1)

Wednesday, March 30, 2016

"Tinian: How to Prepare a Marketing Plan"

This training will focus mainly on the basic elements of marketing your business. You may have the greatest product or service in the world, but if you don't know how to reach your customers with it, your business will lose out big time!! In this training workshop, you will learn what is needed to develop this section of the business plan, and other helpful strategies essential for business owners to use when sharing their business to the world!!

Location: Northern Marianas College (Tinian – Room D)

Friday, April 18, 2016

"Rota: How to Prepare a Marketing Plan"

Location: Northern Marianas College (Rota – Room A1)

Friday, April 15, 2016

"Saipan: How to Write a Business Plan";

Location: Northern Marianas College (Saipan – Room D1)

Friday, May 13, 2016

"Saipan: How to Prepare a Marketing Plan";

Location: Northern Marianas College (Saipan – Room D1)

All workshops are conducted by the CNMI SBDC Director/Business Advisor from 10 a.m. - 12 noon.

Workshops listed above will be offered to business owners and potential business owners during the months of March through May 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

March 14th (9:00am – 11:00am)

"Marketing"

Synopsis: Participants will learn the meaning and importance of Marketing for a business. At the end participants will know the importance of Marketing to the success of a business and some ways of marketing.

March 15th (9:00am – 11:00am)

"Quality System – Quality Assurance"

Synopsis: In this training, participants will learn the meaning of Quality System, Quality Assurance. At the end they will know the importance of Quality Products and how to produce Quality Products.

March 16th (9:00am – 11:00am)

"Quality System – Quality Control"

Synopsis: In this training, participants will learn the importance of Quality Products and how to make quality products by establishing a Quality Control system. At the end they will know the

importance of Quality Products and how to produce Quality Products always.

April 18th (9:00am – 11:00am)

"Customer Service"

Synopsis: In this training, participants will learn the importance of treating customers well. They will know that if customers are satisfied they will come back and business will be successful. They will know that no customer no business.

April 19th (9:00am – 11:00am)

"Business Diversity"

Synopsis: During the training participants will learn other types of businesses.

May 22nd (9:00am – 11:00am)

"Quality System – Quality Assurance"

May 23rd (9:00am – 11:00am)

"Quality System – Quality Control"

Interested in starting or expanding your business? The Chuuk SBDC workshops are offered at NO CHARGE. For more information, please contact Cassandra Dereas or Ketsen Haregai-chig 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 Tolenna as New Office Manager

The Kosrae SBDC brought on board its new Office Manager, Mrs. Sepe T. Tolenna on December 1, 2015.

Mrs. Tolenna attended the College of Micronesia, both at the Kosrae Campus and the National Campus. After college, Mrs. Tolenna returned home and started working for the Kosrae State Government as an office clerk for the Kosrae Upward Bound (UB) program.

After the end of the Kosrae UB program, Mrs. Tolenna was hired by the Sansrik Elementary School as the school clerk. For some personal reasons, Mrs. Tolenna did not extend her contract at the SES. After a couple of months, Mrs. Tolenna approached the Kosrae Work-

force Skills Development & Training (WSDT) program to participate in their job training program and was placed at the Kosrae SBDC.

Mrs. Tolenna started her internship training at the Kosrae SBDC on October 2013. Under the guidance of the former Kosrae SBDC office manager and staff, Mrs. Tolenna was trained for about two years. After the retirement of the former office manager on September 2015, Mrs. Tolenna continued her training for another two months.

Mrs. Tolenna was officially contracted and hired by the Kosrae SBDC as its new Office Manager. The Kosrae SBDC welcomes Mrs. Tolenna to the SBDC Network.



Kosrae SBDC Training Schedule

Friday, March 4th
"Marketing Plan"

Synopsis: Learn the importance of marketing, who the target customers are, who are the competitors, how much will it cost the business to advertise and promote the products and services, and why the customers will buy from your business than your competitors.

Friday, March 18th
"Operating Procedures"

Synopsis: The training will focus mainly on the operation of the business, if the business will offer credits or not, what record keeping systems and procedures to use, who will be managing and working for the business, if the employees will be paid and how. The training will also focus on the risks that the business might face and what plans to counter those risks.

Friday, April 1st
"Financial Statements"

Synopsis: Knowing what financial statements are commonly used in the business arena and what information are used to create these state-

ments and where the information come from. Be able to learn how to prepare and read your own financial statements.

Friday, April 15th
"Pricing"

Synopsis: 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 29th
"Record Keeping"

Synopsis: Learn how to create your own record keeping format and decide what information you 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 13th
"Taxation in the FSM"
Presented by Kosrae SBDC, FSM SS, and FSM

Customs & Tax Administration

Synopsis: 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.

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.

