

Visit our website at www.pacificsbdc.com

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

Dody's Market creating a market for Palauan made items

INSIDE

Baby D's Fishing and
Chartering Services in RMI
Page 2

Pacific Islands SBDC Press
Release
Page 4

Kosrae SBDC Day
Page 5

GrowthWheel - Getting Bigger
Page 7

SBA - WOSB Federal
Contracting Program
Page 9

Identify and Prevent
Burnout
Page 11



Disclaimer: The Pacific Islands Small Business Development Center Network (PISBDCN) at the University of Guam – School of Business & Public Administration is partially funded by a cooperative agreement with the U.S. Small Business Administration (SBA). 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. Language assistance services are available for limited English proficient individuals with at least two weeks advance notice. For arrangements, please contact Guam SBDC, P.O. Box 5014 Mangilao, Guam 96923, Tel: (671)735-2590, or Email sbdc@pacificsbdc.com. Services are extended to the public on a non-discriminatory basis.

Editorial/Production Staff

Rindraty Celes Limtiaco
*President, Pacific Daily News,
i palabra corp.*

**Pacific Islands Small Business
Development Center Network**
Editorial

Jae Fermin James
*Vice President Sales,
Pacific Daily News, i palabra corp.*



By: Ltelatk Fritz
*Center Director / Business Advisor
Palau SBDC*

Maria Temol, more known as Dody, is a local entrepreneur in Palau. She is married to Edwin Ongrung and they have three children and two grandchildren. Dody, her husband Edwin, and her kids love to go fishing. Prior to launching her new business, Dody had been working in Palau's public sector at the local senior citizens center.

Although personal health conditions may have prevented Dody from pursuing formal post-secondary education, it did not stop her from learning from all other aspects of life. She learned that farming tapioca can feed her family and generate income from others who are not able to farm. Dody was very observant and great at networking with other people.

Dody realized that many of the Palauan handicrafts artists are able to create beautiful items based on customer requests or input, while other times the artists are simply creating pieces to make a living. She wanted to build a bridge be-

Dody's Market
Owner: Maria Temol
Business Type: Specialty Shop
Number of Employees: 1
Business Location: Koror, Palau
Phone: (680) 488-2686
Business Hours:
Monday – Friday;
8:00 am – 4:00 pm



tween the handicraft artist with current trends or styles. Whether it was a woven basket (tet) for betelnut, a larger basket (tet) to use as a handbag, or baskets for food, Dody would communicate with the artists about the customer interests, product dimensions, and more.

Before launching her business Dody did her research. She bought several baskets (tet), primarily used as betelnut bags, and put them on consignment at specific outlets that sold betelnut. She wanted to see how fast and how much the bags would sell. It did not take long for the bags to sell out. She did the same with frozen ground tapioca, instead

of selling at the big grocery store, Dody chose specific outlets to put on consignment. It did not take long before the retailers and customers called asking for more tapioca. With this, Dody was confident in moving forward to start her own business.

Dody reached out to Palau SBDC for help. She wanted help with packaging her loan application to the local bank and seek funding to construct a facility for her store. Dody worked with her business advisor to create her business plan, financial statements during her research, and developed projections for the new business. Shortly after

continued on page 4



“Baby D’s Fishing and Chartering Services in RMI”

By: **Tonita Andrike**
Small Business Owner

My name is Tonita Andrike and I am the oldest daughter of Mrs. Hellen Jetnil-David and Mr. Edison David (Stepfather). I have four sons and my eldest daughter, Denise aka Baby, is whom I had named our family business after. I have been a classroom teacher for over 10 years now and I, at one point, was also a principal for a school on Bikarej, Arno. My mother works for the Ministry of Health at Majuro hospital and my dad works at the Tobolar Copra Processing Company.

Our family values our family traditions and take pride of our customs and who we are. My mother taught me to take pride in what we do and thank God for all the blessings he has given us. She taught me to help those who are in need and never give up on my dreams. She is my inspiration. My dad is a very loving and caring person, and I am very grateful for having him as a father. He has stood by my side from the first day we had started this family business. He has always been there for me.

Four years ago, the Public Schools System reassigned me to Bikarej Elementary School in Arno as the school principal. My older children stayed behind with my parents to continue attending school. My youngest relocated with me and my husband. Every weekend I would charter small boats back to Majuro to visit my family. While I was working there, my husband decided to join other fishermen to export seafood and other Marshallese food back to Majuro to sell. It was a great source of income at that time for the small businesses in Arno. It inspired me to start my own business and my husband would be the captain of his boat. I also knew that since people mainly depend



BABY-D’S FISHING AND CHARTERING SERVICES

Owner(s): EDISON DAVID/
TONITA ANDRIKE
Type of Business:
Location: MAJURO
Hours of Operation:
Contact information:
PH: (692) 455-7433 /
(692) 456-6589
Email:
tandrikejim@gmail.com

on copra for a living, I had to get a bigger boat. One that could provide different kinds of services for the people of Bikarej. I started exchanging copra for cash and then started fishing. It started small and quickly expanded my services to charter side trips, but the main focus of the business was fishing.

Traveling in between Majuro and Arno can be very challenging especially during rough seas and bad weather. Eventually, I got used to the harsh weather conditions. I would travel back to Majuro on small boats or whichever boats that was available for that weekend. Traveling with children on this trip requires experience and skillsets. One of the most memorable experiences that I have is the ability and the knowledge to sail between Majuro and Arno. You have to know your way through Arno and Majuro if you want to do business there, if a problem

occurs, you will have to be there physically in order to deal with any issues in terms of copra, charter trips, or fishing

The RMI SBDC helped my dad and I in accomplishing our goals and fulfilling our dreams. It gave me the opportunity to expand my knowledge in the business industry. I have never written my own business plan before, with the help of their very dependable and caring staff, I got my chance to do so and to learn from it. The SBDC office is always there whenever I needed help not by doing it for me but letting me do it on my own and gain my own experience. I would always read and update myself whenever something new comes up. I would like to thank the SBDC staff here on Majuro for all their hard work and their encouragements because if it were not for them, I would not have gone this far with my business.

The start-up process was not very difficult because I had inherited a 23ft boat from my uncle. My dad and I had to do major work on it before proceeding on to the next step, which was purchasing an outboard engine. My dad paid for the outboard engine from his small business loan and his salary. He applied for a start-up business loan at the Marshall Islands Development Bank to purchase a brand-new Yamaha 90hp outboard engine. My mom helped us with purchasing materials and other necessary items. My job is to manage the boat’s daily operations, such as off-loading of fish, delivering them to our buyers, re-loading of boat’s daily fishermen’s fishing supplies before heading back to Arno.

We had no difficult challenges during our start-up process because SBDC staff were always fast and available when we need their help. They were always ready

continued on page 4

PISBDCN Staff and Board Members



Pacific Islands Small Business Development Center Network

Location: University of Guam, UOG Station
P. O. Box 5014 Mangilao, GU 96923
Telephone: (671) 735-2590
Fax: (671) 734-2002
Website: www.pacificsbdc.com

Frederick Granillo
PISBDCN Network Director
fred@pacificsbdc.com
Jane Kwok
Associate Network Director
jane@pacificsbdc.com
Faith Antol
Network Program Associate
faith@pacificsbdc.com

Guam SBDC
P.O. Box 5014, Mangilao, Guam 96923
Telephone: (671) 735-2590
Fax: (671) 734-2002
Email: sbdc@pacificsbdc.com
Frederick Granillo, Center Director
Angel Camacho-Paulino, Guam SBDC Senior Business Advisor / BOG PIWIB Program Coordinator
Laurine “Lorie” Sablan, Administrative Assistant

Chuuk SBDC
P. O. Box 1604, Weno, Chuuk, FM 96942
Telephone: (691) 330-5846
Email: chuuksbdc@pacificsbdc.com
Ketsen Haregaichig, Center Director/Business Advisor
Cassandra Dereas, Business Advisor

Yap SBDC
P. O. Box 1171, Colonia, Yap, FM 96943
Telephone: (691) 350-4801
Fax: (691) 350-4803
Email: yapsbdc@pacificsbdc.com
James Limar, Center Director/Business Advisor
Geraldine Mitagayow, Business Advisor
Helen Tinan, Office Manager

Palau SBDC
P. O. Box 816, Koror, Palau 96940
Telephone: (680) 587-6004
Fax: (680) 587-1549
Email: palausbdc@pacificsbdc.com
Ltelat Fritz, Center Director/Business Advisor
Alfia Alfonso, Office Manager

Kosrae SBDC
P. O. Box 577, Tofol, Kosrae, FM 96944
Telephone: (691) 370-2751
Fax: (691) 370-2066
Email: kosraesbdc@pacificsbdc.com
Skinner Jackson, Center Director/Business Advisor
Emily O’Steen, Business Advisor
Sepe Tolenna, Office Manager

Pohnpei SBDC
Email: pohnpeisbdc@pacificsbdc.com

Republic of Marshall Islands SBDC
P. O. Box 898, Majuro, MH 96960
Telephone: (692) 625-4624
Email: misbdc@pacificsbdc.com
Zorina Tayag, Center Director
Leeno Aikuij, Business Advisor

PISBDCN Advisory Board
Joseph Roberto, Chairman (Guam)
Lee Webber, Vice Chairman (Guam)
Phillip Reklai, Member (Palau)
Frederick Granillo, Secretary (Guam)
James Gilmar, Member (Yap)
Robson Henry, Member (Kosrae)
Douglas Marar, Member (Chuuk)
Dr. Anita Enriquez, Member (Guam)
Christina Garcia, Member (Guam)
Dr. Annette T. Santos, Member (Guam)
Jennifer Fowler-Hawley, Member (RMI)
Kenneth Q. Lujan, Ex-Officio (SBA)

Celebrating Black History Month

By: Timothy Vinson
Small Business Owner

My name is Timothy Vinson. I am a country boy from the heart of Texas and have found myself to be more akin to the island weather and culture. I come from a family of 5 children and grew up really close to my grandmother and grandfather, who themselves lived in Guam for a short while. Our small family was all we thought we had for many years as we traveled on deployments together. Being born in Omaha, Nebraska was a family business, as my mother, grandmother and great grandmother all shared the same roots. I joined the military before I started my senior year of high school and found my start in the world on the same path as my grandparents, as well as my parents. As a Personnel Specialist and Legal Clerk for the United States Navy, I found my passion to help people and my gift for connecting different communities I encountered. My military career was devoted to helping others find their way through legal language or the bureaucracy that can be the Navy benefit and pay systems. Little did I know this would be the start of my career as a business owner.

After ending my active military service in Puerto Rico, I decided to invest my energy and time into applying the knowledge and skills that I have learned into my new civilian life. I bounced around as a program manager, outreach coordinator, and customer service manager until I found myself in front of a self-made and dedicated businessman. He saw my passion for service and in return trusted his company with me at the age of 23. During our first meeting, I recalled him saying "one day through labor, hard work and integrity, this will be your company alongside me". I took that statement to heart and began to pour myself into learning how to run a service business and how to maintain relationships with employees and clients.

While working for others always gave me gratification, it was not my end goal nor was it something I thought I could wait around for a possible partnership. I closed my contract and moved to Guam, almost halfway across the world, from Dallas, Texas. I went as far away as I needed to start anew and apply the knowledge I've learned from my previous mentor. First, I took in the culture. I attended the University, stayed in the dorms, and went to many family celebrations and funerals. I figured if I could tap into the network I built over the years, I could help bring business and investments to Guam and its 160K residents.



Hopper Consulting Services

Owner(s): Timothy Vinson

Type of Business: Consulting/Service

Location: Dededo, Guam

Hours of Operation: 7 am – 5 pm

Guam Time 11 pm – 3 am for

Stateside Clients

Contact information:

email: hopperent.ceo@gmail.com

Phone: (671) 997-6013 or (817) 435-2896

At the very least I could apply service and integrity to my everyday dealings and that was the real commitment I could give. So, I started Hopper Consulting Services, and Hopper Environmental Health Services, one to bring investment to the island through new business development and the other to service our businesses in the island through commercial kitchen deep cleaning. I finally felt like I had my finger in the future and I could feel it with all its excitement and adventure.

I have a background in tech, procurement manager, project manager, operations manager, and admin manager for the previous 9 years. I worked with some of the most challenging projects in the military and some of the most inspiring projects in the civilian sector. My experience came from always starting from the bottom, learning the trade, and becoming the expert in my field and industry. Currently, I have executed over 49 contracts and brought 15 businesses to the island that otherwise would have had no gateway. I have 8 contracts in the Food and Beverage (F&B) industry that have stuck with me through the pandemic and our expansion plan due to our integrity driven service model.

The Guam Small Business Development Center (Guam SBDC) were a part of my learning process. When I needed information, they provided statistics and data to help me navigate the market. They opened their banking knowledge and consumer loan knowledge to me so I could build back my credit and secure funding if necessary for my business and its future partnerships. We are self-funded but understood that we needed more time to build credit worthiness before we could seek business loans.

Being a startup isn't easy, there are many times you consider splitting your time, or hanging up the hat and going back to corporate; but the reward of patience is something that you use as leverage for the next hurdle. Time management was a bit rough, I had to adjust to 3 different time zones to make my business work and I didn't have a team to rely on anymore it was solely me at that time. Of course, that first contract, the first time you see your company name being alongside a brand or organization that you have vetted and sought after for what seems like a lifetime; that was the real triumph that was the first step for Hopper.

I recently applied to open a National Black Chamber of Commerce (NBCC) in Guam, I have high hopes that our application will be approved, and we can get rolling with a charter of our own. For my long-term goal, I want a larger role in the development of the surrounding island states, I want to reach out more west and bring that business back to my island families and communities.

A piece of advice:

Don't be afraid, don't get too comfortable, and never make excuses. If you can do that, you are ready for anything this adventure of entrepreneurship/creation will take you.

"RMI - Baby D's"

continued from page 2

to answer questions we had. It did not take long for us to get our small business loan get approval because they were helping us every step of the way.

The most memorable triumph would be not knowing where to start from and where to go. All we knew at first, was to apply for a small business loan but we did not know that we needed a business plan to proceed with the next step. I was starting to give up but once we had learned the right information and to know where exactly to head to, we were good to go. A lesson I learned by myself is asking the right questions and knowing where to go to find the right answers.

My short-term plan for my business is to haul



copra because nowadays, there are bigger boats for chartering and businesses around Arno. These businesses like to wait until they meet the right amount of copra weight for them to bring to Majuro. For example, my boat before the New Year, could carry a maximum of 15 bags of copra for each chartered trip but bigger boats these days can carry 30-40 bags per trip. So, it all depends on the customer's needs. My long-term plan for my business would be fishing. We

bring in fish and other seafood three times a week. The demands keep getting higher as we supply restaurants and stores all around Majuro especially MISCO Market which they supply off-island businesses too. It is never enough bringing in these products. Our elderly people here love to eat local food that is also another reason why I plan to continue to carry seafood products. Another thing I plan to do is to schedule my boat for weekly trips to take people to and from Majuro to Arno as passengers.

Some advice I would recommend for people who wants to start their own business is to seek help and look for the SBDC office because based on my experience, I know it is worth it. Thank you SBDC for all your help!

"Dody's Market"

continued from page 1

submitting her loan application, Dody had her loan approved. With the new funds, she was able to construct the small shop on their property and launched Dody's Market in early December 2021.

With the shop ready, Dody resigned from working in the public sector so she can fully immerse herself in her new business, Dody's Market. It has only been months, but Dody is loving her new role as an entrepreneur. She is having a hard time keeping up with orders and requests for locally made items – local brooms, food baskets, baskets as bags, fashion earrings & necklaces, etc.—and local food items, especially the frozen ground tapioca.

But like a true entrepreneur, Dody listens to her customers. She creates new items to complement the handicraft items sourced from the local artists. Her goal is to continue to be responsive to customers, be innovative, keep up with trends, and continue to improve. She hopes to see more artists selling their crafts through her shop and encourage artists to connect with her.

The best part about owning her own business is being able to implement her ideas without having to get approval from someone else. Being able to be an outlet to sell the many items her husband and children make is another big bonus as the store owner. Working hard for the business has rewarded Dody financially and in many other ways.

Her advice to others wanting to start a business is, "Start small, get help, and do your best."

Press Release

Pacific Islands Small Business Development Center Network (PISBDCN)
Frederick Granillo
671-735-2590
sbdc@pacificsbdc.com

FOR IMMEDIATE RELEASE

PISBDCN Free Services in the Pacific Region

Guam, USA – The Pacific Islands Small Business Development Center Network offers a series of small business trainings, workshops, and counseling. Free services are available in several islands and countries within the Pacific region.

The Small Business Development Center (SBDC) offers ongoing workshops and seminars designed to meet the needs of local small businesses. Courses range from introductory workshops for those starting business to advanced programs aimed at enhancing the growth potential of established businesses. Training courses are presented at no charge and are offered at either the SBDC training center or other convenient locations. PISBDCN provides free, confidential, one-to-one counseling in all areas of business management, including pre-venture feasibility, business plan development, marketing, recordkeeping, financial and human resource management, operations management, and access to capital, as well as specialized areas such as international trade and technical services.

This service is available to all existing and/or potential small business owners/managers that are US citizens, permanent residents, or citizens of the Freely Associated States. Because PISBDCN is part of the Association of Small Business Development Centers (ASBDC), we can refer local businesses to other high- quality external sources of information and ideas.

The University of Guam-Pacific Islands Small Business Development Center Network (PISBDCN) and the Guam Small Business Development Center (SBDC) is housed at the University of Guam School of Business and Public Administration. This network opened in 1995. From 1999 through 2002 five additional centers were opened, creating the first international SBDC Network. Service Centers are in the Federated States of Micronesia (FSM) namely the Yap, Chuuk, Kosrae, and Pohnpei State, the Republic of Palau, and the Republic of Marshall Islands.

Become a client or register for training events at <https://pacificsbdc.com/>

Find your nearest SBDC at <https://americassbdc.org/find-your-sbdc/>

Kosrae Cultural Day

By: Emily O'Steen
Business Advisor
Kosrae SBDC

The Federated States of Micronesia (FSM) celebrates a unique holiday called Micronesian Culture and Traditions Day on the last day of March. This fes-

tive occasion was introduced for the express purpose of remembering and honoring the numerous cultural traditions of the many islands of the FSM.

On Wednesday, March 31, 2022, Kosrae State held its annual Cultural Day Celebration in concurrence with the first FSM Culture & Traditions

Day. The event took place outside of Moses T. Mackwelung Gymnasium, in Tofol, Kosrae.

The day's events started with a remark from Kosrae State Governor Carson Sigrah, followed by floats and cultural presentations from each municipality in Kosrae State. Each float includes handicrafts, local food

display, and local chants. Kosrae High School Seniors was also part of the day's event, displaying their handicrafts and local thatch house. By the end of the day there were also community sales to the public.



2022 Kosrae SBDC Day Celebration

By: Emily O'Steen
Business Advisor
Kosrae SBDC

The Kosrae Small Business Development Center (KSBDC) commemorated National

SBDC Day on Wednesday, March 16, 2022, by conducting training about "Demystifying Phishing" to Kosrae High School Sophomore Section A.

In this training, Kosrae SBDC

focus on training students since they are active online but often overlooked in interventions. The goal for this training is to educate students to improve their ability to detect phishing. An increased focus on the cy-

bersecurity of students is essential to improve overall cybersecurity in the future. Hopefully, they will bring the knowledge of cybersecurity to those who may be business owners at their home and communities.



Cybersecurity Series training offered through Palau SBDC

By: Lteltak Fritz
Center Director / Business Advisor
Palau SBDC

The first two days of the Cybersecurity Series training offered by Palau SBDC had a good turnout of participants, many of them are from the telecommunications sector in Palau. Participants included college students, micro-business owners, educators, and IT specialists working for various public sector agencies.

The workshop series included trainings on a variety of essential information and tools to help individuals and business to protect themselves and their business from cyber threats. Participants learned most cyber incidents are driven by financial motives. Most of the data breaches, when data is actual seen or accessed by unauthorized parties, are created through social engineering such as phishing. Phishing is when hackers pretend to be someone you

know or a representative of an organization you may know prompting you to take some action, such as clicking on a link or opening a video. This type of malicious cyber activity is very common on social media and email. Participants also learned some of the steps needed to protect your data, device, or accounts from being hacked.



The first step is to learn about the different ways data can be compromised on a device and to learn the basic terms used in talking about cybersecurity. Participants also learned about the importance of having antivirus software installed and updated regularly on devices, including smartphones.

Next is the usage of passwords and authenticators for all your accounts. The independence small business trainer used the lock & key system analogy to explain how passwords & authenticators work. A

password is the lock into your system, a simple password is similar to having a simple lock that people can easily pick and enter your system. The longer your password, the more sophisticated your lock grows. A multi-factor or two-step authenticator is like a deadbolt or passcode that is needed in addition unlocking the doorknob.



Participants also learned that the importance of visiting secure sites with the https:// as the search site is recommended over unsecure sites http://. The extra "s" at the beginning part of the URL indicates a secured site. Some browsers will show a lock by the URL address to indicate as secure site.

They also learned that people should be more mindful of what they are posting on the world wide web, including social media platforms. Having any personal information that can be connected to

an individual is providing opportunities for people hacking or lead to identity theft. Participants were also reminded to be more aware of possible scams shared on the internet that may seem harmless. A keylogger is such a type of software that record signals from the keyboard to the computer. The keylogger can look for possible passwords to the sites visited on the computer and sent to the hacker. The virus may enter a computer when you click on links embedded to phishing email or messages.



The other workshops discussed what businesses should be considering when building business systems or purchasing software from vendors, tools & information on security standards by the Payment Card Industry Council, and how to share files safely on the web.

This special series of training was funded with the US CARES Act funds with the aim of building business back better from the pandemic.



7 Different Ways to Grow and Develop your Business – Alternatives to merely “getting bigger”

By: Growth Wheel International Inc. and David Madié

As entrepreneurs, we do not necessarily hope that our companies will grow big, but we always hope that they will develop. So, what are our alternatives if we do not intend to create a big company?

It is seldom the prospect of earning loads of money that persuades most entrepreneurs to start a business. We can see it in ourselves, but we can also see how many successful entrepreneurs continue to develop their businesses - or start up others-although they earned enough long ago to enable them never to have to work again. In reality, you are seldom likely to succeed as an entrepreneur, if you just go after the money. It is usually the most enthusiastic and passionate entrepreneurs, who also end up successful with the added bonus of making a good profit. Perhaps what drives most of us is the prospect of seeing our ideas and dreams become reality, rather than envisioning ourselves sitting in a big office with a large management and hundreds of employees.

Society wants us to be big

The whole social debate about current entrepreneurial conditions focuses on how to create more “growth-oriented entrepreneurs” This makes sense since it is, of course, the politician’s job to ensure the foundation for maximum job creation and maximum income for society: that is why we voted for them.

However, an interesting question to consider is whether growth necessarily happens where we expect it to or whether it lies as hidden potential within those businesses that are not yet growth businesses but could be. The social debate therefore also prompts us to ask ourselves what we actually mean by the term “growth-oriented entrepreneur.” See more about how this can be defined in the figure below.

Competitors pressure us to grow

Growth-pressure on entrepreneurs and small business owners can also come from

our competitors. Unless continuously grow and raise our income, we may not be able to afford the investments necessary to keep us competitive. In the end, this could mean that our competitors will overtake our entire market or, as Ken Morse, an entrepreneurship professor from MIT in USA, recently pointed out during a visit to Denmark, “If you don’t get big, you are toast!”

So, our business cannot afford to stand still; it feels unnatural not to develop. Much like plants and other organisms, a business has its own life of sorts and without development there is no life. The question is simply what kind of life do we want for our business and for ourselves within the business?

Seven alternative growth scenarios

Whether we grow out of need or desire, we, as owners, can choose from at least seven alternative growth strategies for the development of our businesses. These can be seen in the “Growth Star” (see figure) that illustrates seven different directions to follow and that these directions are all inter-connected. Busi-

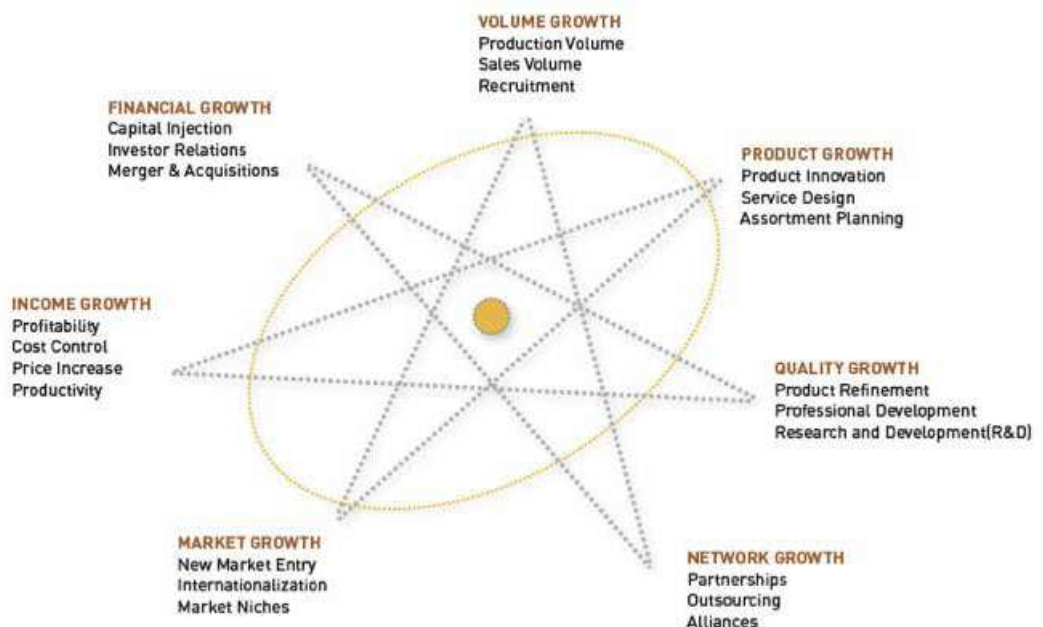
nesses often grow different areas at the same time in different ways and one form of growth can lead to another.

For example, we may want our business to become the best within its field. We, therefore, concentrate on increased quality development of our products (scenario #5: quality growth). In the long run, this could mean that the company can raise its prices and thereby achieve subsequent income growth (scenario #7: income growth).

Another example could be that we focus on penetrating new markets with our business, and on internationalizing (scenario #2: market growth). Such a growth plan can, in some instances, lead to the business becoming mature enough to be bought up or open the possibility of us buying up others. (Scenario #3: financial growth).

Finally, there are also many smaller businesses that want to grow through partnerships and alliances that generate the expertise to solve greater challenges (scenario #6: network growth).

continued on page 8



“If you don’t get big, you are toast!”

– Ken Morse, Professor MIT.

continued from page 7

work growth). Such a focus can also result in the creation of entirely new products and services previously unseen within our existing market (scenario #4: idea and product growth).

Although the seven growth scenarios are connected and may not always be separable, the Growth Star provides a common language with which to talk about our alternatives and preferences. In this way, it can be used to initiate a dialogue on the future development of the business, with any business partners, our advisory board, or the bank.

Growth challenges

Once we have decided on prioritizing a certain type of growth as our first focus area, we have to accept a series of challenges necessary for the growth to occur. These challenges vary according to the different growth scenarios and are listed in the chart above.

The desire to grow through idea and product growth (#4) will involve challenges related to establishing processes for continuous innovation and product development. We must also gain market insight in order to develop products that either fulfill a need or create one.

If we prioritize income growth instead, our challenges will be different, namely, to reduce costs and raise prices without losing orders or clients.

Growth in size, “volume growth” (#1), also involves challenges. These include organizing and leading an effective sales organization and having the skills and knowledge to recruit new employees, which are required when a company grows in size.

Our daily challenges are, of course, related to factors other than how we grow, e.g., the branch we are in, our startup life stage and many other things.

On another level, our growth challenges are also determined by the kind of people we each are as entrepreneurs. Besides being limited by organizational and market related factors, we may also be limited by our individual emotional barriers that make us hesitant about growing our businesses to their full potential.

Emotional barriers

There can be many, very natural reasons why we, as entrepreneurs, do not feel ready to throw ourselves into a growth scenario. One, is that it feels somewhat unrealistic to think or talk about expanding internationally, when our business is still in a startup stage. We still have to earn enough for our first employee, before we can even consider expanding.

In other words, our business is not yet mature enough for us to begin thinking about growth, because we have not yet reached the stage where our business idea has shown itself to be sustainable. Therefore, we may feel any plans for growth are like building castles in the air.

Another emotional barrier to thinking about growth is that we feel that setting a goal for growth interferes with the creative freedom that we so highly value as entrepreneurs. The fact is that ambitions to grow are usually followed by a series of plans for all the things that need to be done. Suddenly, everything that is supposed to be fun turns into an obligation; a pressure to perform or something containing the risk of failure.

A final barrier to creating growth could be that we, as founders of the business, are more or less consciously insecure about our ability to keep up the pace, should our business actually succeed in growing. Perhaps, we have heard examples of other entrepreneurs who, after several years of growth, felt alienated from their own business, or we are deterred by stories of entrepreneurs that felt they had created a “monster” that they could not handle or no longer wished to take responsibility for. In cases such as

these it is better to employ a professional director, which means that we just have to start over again.

While many of these emotional barriers are not always reasonable or justified, we can still feel them and think about them. So, what does it take for us and our startup to get ready for growth?

Strengthening growth ambitions

The first condition for strengthening our ambitions for growth is a few successful experiences. Success breeds success and we first have to show ourselves and our surroundings that we are doing something worthwhile. Another important factor that can strengthen our growth ambitions is to look at other entrepreneurs, who have undergone the kind of development we want for ourselves. If they can do it, so can we. We can also benefit from the experiences of those who have overcome the same challenges what we will have to face.

A final way in which to strengthen our growth ambitions is to share them with others. This means either teaming up as founders/owners of the business or by getting others to join in as co-owners or investors along the way.

The most important thing is to be a part of a social community, where everyone supports and strengthens each other in their belief that growth is something possible and mutually desirable. This applies, regardless of whether you want to become a large business or whether you have another view of the way you want to create a growth business.

Suggestions for the next step

- Prepare a prioritized list of those growth scenarios you prefer for your business.
- Examine the challenges the growth implies for your business and whether you are ready for them.
- Plan actions and initiatives that get the scenario moving forward.



SBA (Small Business Administration)

WHY CERTIFY FOR THE WOMEN-OWNED SMALL BUSINESS FEDERAL CONTRACTING PROGRAM?

By: Kenneth Lujan
Branch Manager
US SBA - Guam

The U.S. Government is the number one purchaser of goods and services in the United States.

The U.S. Small Business Administration (SBA) is responsible for ensuring the government-wide goal for participation of small businesses is established annually at the statutory levels, and that the reporting agencies' achievements are relative to the goals. By law, 23% of all federal contracting dollars should go to small businesses of which is broken down to the following specialty groups:

- Women-Owned Small Business (WOSB) – 5% goal
- Service-disabled Veteran-Owned Small Business (SDVOSB) – 3% goal
- 8(a) Business Development (8a) – 5% goal
- Historically Underutilize Business Zone (HUBZone) – 3% goal

To help provide a level playing field for women business owners, the government

limits competition for certain contracts to small businesses that participate in the Women-Owned Small Business (WOSB) or Economically Disadvantaged Women Owned Small Business (EDWOSB) Federal Contracting Programs. To participate in the programs, you first have to become certified.

In order to qualify as a WOSB or EDWOSB, a business concern must be a small business as defined in Code of Federal Regulations (CFR) Title 13 Part 121 for its primary industry classification. 13 CFR 127.00 (a) and 13 CFR 121.105 (a) (1) provide that a business concern must be organized for profit in order to meet the definition of a small business.

In 2019, Prime contracts were awarded to 15,000 WOSB contractors' -21 percent of total small business vendors.

- A record-breaking \$26 billion in federal contracts was awarded to small businesses in the WOSB Federal Contracting Program.

- Over 72,000 small business prime contractors received average

awards of \$1.8 million.

Certified firms will have to take the necessary steps to annually attest to meeting the program requirements set forth in 13 CFR 127. On a firm's first and second anniversary of certification, they will have to perform an annual update questionnaire. On a firm's third anniversary of certification, they will have to complete a recertification.

The annual update and recertification processes, along with checklists, user guides and information materials, can be accessed at <https://beta.certify.sba.gov/knowledgebase> for valuable resources to get started learning about this new platform with how-to videos, user guides, and more!

For additional information on the WOSB/EDWOSB Certification Program and the other certification programs offered by the SBA, you can contact the Guam SBA Office at 671-472-7277 or email its Branch Manager, Kenneth Lujan, at Kenneth.lujan@sba.gov.

A Gudday's Services in the Outer Islands of Yap

A Gudday's Services

Owner(s): Susie Lesaletmang
Type of Business: Bartering & Retail
Location: Yap (Fais)
Hours of Operation: Open hours
Contract Information:
slesalet@gmail.com
cell: (691)952-4681
work: (691)350-2164/2185.

By: Susie Lesaletmang
Small Business Owner

My name Susie Lesaletmang and I am from the outer islands of Yap. My father is from Woleai and my mother is from Lamotrek and Woleai. I was adopted by my aunt (father's sister) and raised by her and my late Dad who is from Eaurpik.

I am happily married to Joseph Mohoral from Fais. We have a fifteen-year-old daughter who is completing her sophomore year at Yap High School, we are sponsoring nieces and nephews who are here in the main island for better education. We've successfully supported three boys who are now finished with their education and working. My husband and I are the supporters of our parents, siblings, nephews and nieces. We both come from big families, he has 9 siblings including himself while I have 8 siblings.

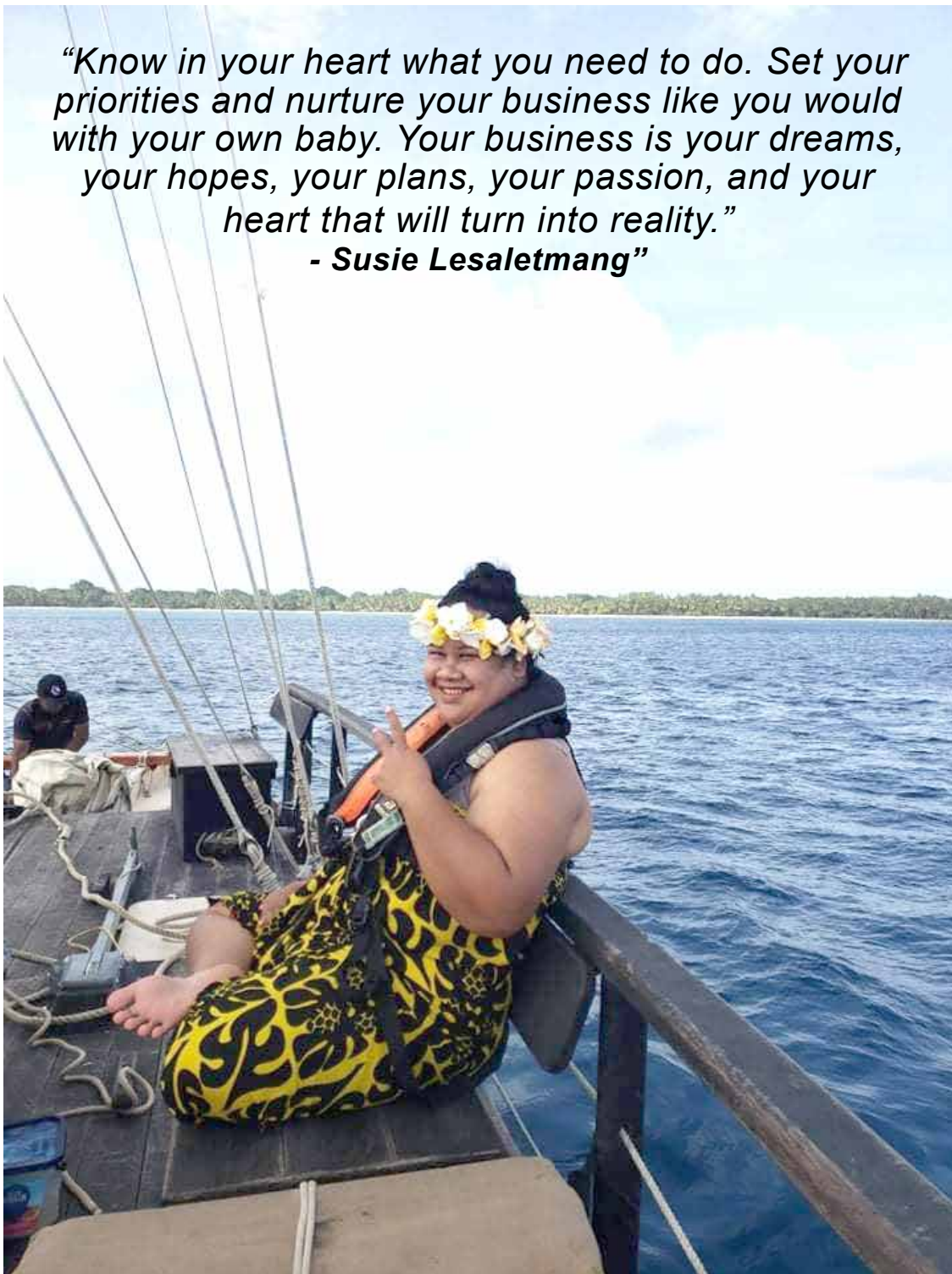
A few times that I travelled out to the outer islands; I saw a need for residents' struggle with not having things available. One employee who is already making very little income is supporting many people. This individual will buy one bottle of washing-soap for his household and then end up sharing it with three to four more relatives. By the next pay day, he would have to buy two or three more dishwashing soap because his household had run out.

This struggle bothered me. My heart wept to see others going through that struggle. So, I kept thinking of a way to improve life out here. I felt the need, the struggle, the pain, and the frustration of making ends meet and still manage to lend a hand to those around me.

I started my business because I wanted to help the small islands and their people to see their potential, to have faith and to know that even without jobs, they still have a chance. I wanted to show my islanders that what we have is a lot and it is a matter of creative thinking. Having the heart to

"Know in your heart what you need to do. Set your priorities and nurture your business like you would with your own baby. Your business is your dreams, your hopes, your plans, your passion, and your heart that will turn into reality."

- Susie Lesaletmang



extend a helping hand, I wanted to give them that breakthrough. I want to show youths that there is a chance for them, and they are of importance. I want to encourage women that they do not have to depend solely on male family members and working family members but to do something to contribute to their families, their villages, and their islands. I want to support, by providing a service

and setting an example for everyone.

I've named my business "A Gudday's Services". This phrase holds so much meaning for me. The reason I choose to use the word services instead of "store/bartering/retail" is simply because I want

continued on page 12

Feeling stressed?

Tips to identify and prevent burnout

By: Angel Camacho-Paulino

Senior Business Advisor, Bank of Guam
Pacific Islands Women in Business
Program Coordinator
Guam SBDC

Multi-tasking, heavy workloads, deadline pressures, meeting fatigue. All the while trying to find time for your health and relationships can be overwhelming and difficult to manage. Who doesn't feel stretched thin these days? Add in, external stressors of worldly events that leave many of us uneasy, frustrated, and sometimes confused about what normal looks like in our lives.

It's hard to truly achieve a stress-free life. We live in a culture filled with distractions; with each task or event demanding our time and attention. For some, the need for instant gratification has become the solution to deal with the pressures we are faced with in the moment, only to find those same distressing feelings to return much stronger than before.

Imagine how tired you feel after working beyond the usual work hours, five (sometimes seven) days a week, only to go home for a short period of rest and expected to come back to work with a positive attitude. What we don't see is the time spent in between that may cause stress due to low energy and fatigue when rushing to cook dinner for the family or helping the kids with their homework before bed. The list could go on. As humans we are built with innate capabilities to adapt and respond to stressors in our environment, and how we choose to cope with stress is what makes us unique.

The Harvard Business Review defines burnout as a state when stress levels have reached its peak causing exhaustion, detachment, and inefficacy or feelings of incompetence and lack of achievement and productivity. Let's explore the signs of burnout to help you identify ways to cope and prevent further built-up stress.

Signs of Burnout

If you have experienced frequent or intense headaches, hypertension, stomach problems, or feeling physically and mentally drained, these are early signs your body is under some form of stress.



"In a state of exhaustion, you find that you're unable to concentrate or see the big picture; even routine and previously enjoyable tasks seem arduous," according to Monique Valcour, executive coach and management professor at Harvard.

Detachment occurs when you feel the need to psychologically distance yourself from your work. There may be a feeling of unfairness as you notice an uneven distribution of work which can result in high conflict, annoyance, feeling underappreciated, or lack of support from key stakeholders. There may be days you feel disengaged or lose enjoyment in your work.

Lastly, if you feel powerless or ineffective at completing works tasks, this can lead you to question your competency and the quality of your work. If you lack the resources and support to do your job well, it could be a challenge to perform up to expected standards of your team. You may be reaching out for help to get feedback about performance or requesting for additional training so you can stay current with industry standards, and not getting a supportive response from management. This can be frustrating and if left to fester, can lead you to a search for better opportunities.

Identifying ways stress shows up and affects your state of wellness, is the first step to determine how to cope with stress and where you need the most help. Guam Behavioral Health and Wellness cites some early signs of not coping well to include changes in sleep habits, eating habits, increase use of alcohol or drugs, "shutting down" your feelings, or fighting with family, friends, and coworkers. Stress is caused by a series of situational factors that contribute to potential burnout. So, if stress is unavoidable, exploring positive coping strategies that reflect your strengths and values, is a safe place to start.

Coping strategies

- Prioritize self-care.

You can't be a good support system for others if you're running on fumes. It's essential to take time to replenish your physical and emotional energy. Try your best to get 6-8 hours of sleep, eat well-balanced meals, and exercise at least 30 minutes a day. We've heard this

continued on page 12

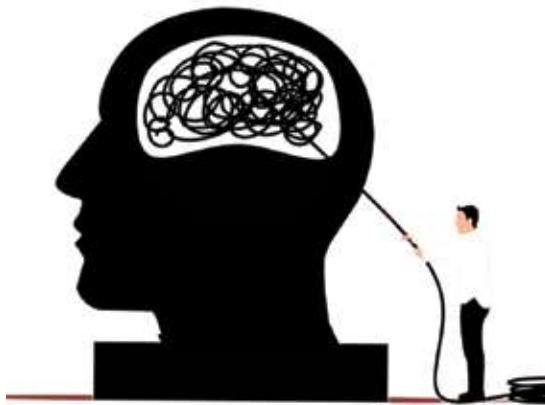
"Feeling Stressed"

continued from page 11

all before and for some this is harder said than done. However, it's the small steps you take that build up to making long term lifestyle changes. Small changes in sleep might be going to bed an hour earlier. Eating healthier might look like adding a plant-based side to your meals or consuming less red meat. Brisk walks in the morning, at lunch, or after work are a great way to decompress, clear your mind, and catch some beautiful scenic views depending on where you go. An exercise buddy not only gives you good company and conversation, but the shared energy is motivating which also keeps you accountable. One thing people tend to overlook, is hydrating throughout the day. If you're feeling cloudy or sluggish at mid-day, drink some water.

- Shift your perspective.

Once burnout sets in, decision making can get fuzzy. Take time to regain clarity on what's important to you. Start by setting some personal goals and priorities. Ask yourself which tasks including critical ones can you delegate to free up mean-



Mohamed Hassan from Pixabay

ingful time and energy to focus on other important work.

- Reduce exposure to job/life stressors

Your decisions are largely influenced by who and what's around you. If you want a different outcome, you'll need to decide what things are worth your time and energy. This means learning

to set boundaries or resetting the expectations of others for what and how much you're willing to take on. Setting ground rules may help you to better manage your workload and not take on more than you can handle. At some point, you need to be able to confidently say no to projects or events that do not align with your goals so you can focus on tasks requiring your expertise.

- Get support

Another way to cope with stress to prevent burnout is to seek out rich interpersonal connections with other people. A good conversation with a coach, mentor or peer can help you to identify and establish positive relationships and learning opportunities. Developing a strong network with individuals who share your vision and values to support, guide, advocate and connect with you will help build self confidence and restore a sense of self control.

To better respond and adapt to our changing workplaces, it's important to identify what burnout is for you, catch it early, and apply the coping mechanisms to prevent other serious health issues from developing. You can achieve work-life balance that works on your terms.

"A Gudday's Service"

continued from page 10

my business to be a service, a service to remote islands that are far out there, a service that will give hope and better opportunity for others. A service to non-working parents so they can proudly provide for their family. A service that can provide fishermen with the right fishing gears and supplies. A service that will enable youth to start saving for their college funds even without working parents. A service that can provide women groups the opportunity to work alongside their men to strengthen and unite our small islands.

As I mentioned I have seen the struggles and I've gone through them myself. I was fortunate to be able to work five jobs and turn things around for my family. Because I've been through it and know how depressing and challenging it can be, I want to give others the opportunity to turn it around for their family and not have to go through the heartache of worrying about what to put on the table and how to provide for your child in school. Or worse, feeling sorry for yourselves because your relative who is working did not buy you food. This is my dream for my business to be able to reach my fellow islanders on so many levels, to meet their needs, to give them that chance to be able to hold their head up knowing they strive and survive.

I have no experience whatsoever in this type of business. It is a first time for me, I am still learning as I go. The Yap Small Business Devel-

opment Center was very helpful and I attended their workshops on how to do paperwork. From the workshop, I was able to do my own spreadsheets that I could keep record of my inventory items, orders, sales, etc. Yap SBDC also helped with recordkeeping of and what to present to the Bank if ever I needed to take out a loan to expand my business.

My business start-up was my family sacrificing sixty dollars from our budget. I was already working five jobs to help support our entire family. From the sixty dollars, I went around visiting secondhand sales and bought T-Shirts. I also visited the local stores looking for good deals on spools of thread as that is what is needed by the outer island women to weave skirts. These items were packaged and I received thirteen (13) zip locks of Chilileg product. That was one of the happiest days of my life.

I did not have the funds to start off the business. I tried pitching the business plan to several couples within my community. I drew up a business plan and did a breakdown of what needs to be done and what will happen if I get some investors and part business owners who will have a share in the business. Unfortunately, no one wanted to invest into my idea.

After receiving the thirteen (13) zip locks, the other challenge I faced was selling my products at a fair rate for the farmers. Stores wanted to bargain down my selling price. I had to drop sales price just to make sales. That was a challenge I faced in the start-up process.

Meeting the growing demands from back home was another challenge. I started receiving orders for items that I couldn't afford yet. I did small food basket fundraising to support my business and again I had to get from my family that already had a tight budget in order to get more products to barter.

My most memorable triumph was the day I received back the products of the very first bartered items. Although, it was only thirteen (13) Ziplock's I was in seventh heaven, so excited. I am now receiving seventy (70) to one hundred (100) Ziplock's, but the level of excitement and happiness did not come close the that first time.

My short-term plan is to continue with my bartering and get as many products (Chilileg) as I can for this season. What I have in stock will be sold before the next season is ready, so I plan to increase my inventory. My long-term plan is to continue to support youth groups, women's groups, men's groups, and struggling families. Part of my long-term plans to extend the services to the other islands. I've already identified Woleai as the next location for a bartering station. I was in Woleai two weeks ago, and I've already set my plans in motion in speaking with members of the women groups to support them in the materials they need for the local skirts in exchange for local purses and bags.

Know in your heart what you need to do. Set your priorities and nurture your business like you would with your own baby. Your business is your dreams, your hopes, your plans, your passion, and your heart that will turn into reality.

Business Startup Fundamentals Series & Business Management Workshops

Business Startup Fundamentals Training series includes:

How to Start a Business, How to Write a Business Plan, How to Prepare a Marketing plan, How to Prepare a Financial Plan, How to Manage a Business, and Introduction to financial statements

Check out our training calendar for other business management workshops!

REGISTER TODAY

This training will be conducted via Zoom. Upon registration you will be given the Zoom Meeting ID and Password to be able to join the webinar training. Please note that you will need a laptop or iPad to join.



<https://pisbdcn.ecenterdirect.com/events>

Learn everything you need to manage your business during Pandemic!

Cyber Security for Small Business;

Post COVID19: Future of E-Commerce;

Using Google Tools to Drive Business

Growth; HR Basics for Small Business....

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

Disclaimer: The Pacific Islands Small Business Development Center Network (PISBDN) at the University of Guam – School of Business & Public Administration is partially funded by a cooperative agreement with the U.S. Small Business Administration (SBA). 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. Language assistance services are available for limited English proficient individuals with at least two weeks advance notice. For arrangements, please contact Laurine Sablan, P.O. Box 5014 Mangilao, Guam 96923, Tel: (671)735-2590, or Email sbdc@pacificsbdc.com. Services are extended to the public on a non-discriminatory basis.

TRITONPRENEUR

[triton • pre • neur]

1. (noun) any ^{awesome} person who is a student, or graduate, of the University of Guam and operates their own business.

Initiated by:



UNIVERSITY OF GUAM
SCHOOL OF BUSINESS
& PUBLIC ADMINISTRATION

Is this you? List your business on the
Tritonpreneur Member Directory.

wearesbpa.com/tritonowned



OPTIMIZE

Your Future
Your Legacy begins with us.



Our programs are recognized nationally
and internationally



Specialized accreditation for Accounting,
Business Administration, and PMBA programs.

IACBE ACCREDITED

UNDERGRADUATE DEGREES

Accounting
Business Administration
Criminal Justice
Public Administration

GRADUATE DEGREES

Professional Master of Business Administration
Master of Public Administration
Master of Accountancy

MINORS & CERTIFICATES

Cybersecurity Management
Health Services Administration

**SPECIAL THANKS
TO OUR PARTNERS!**



UNIVERSITY OF GUAM
CENTER FOR ENTREPRENEURSHIP
AND INNOVATION



UNIVERSITY OF GUAM
REGIONAL
CENTER
FOR
PUBLIC POLICY

STARTUP WEEKEND

MICRONESIA 2022

SOLVE 2DAY, EVOLVE 2MORROW

THANK YOU TO OUR PARTNERS



THANK YOU TO OUR REGIONAL AND LOCAL SPONSORS



Contact Information: uog.esoc@gotritons.uog.edu | Instagram: @swmicronesia

Inspired by our history and our environment

Centered in Island Wisdom

Committed to lighting the path for future innovators

Passionate about knowledge and discovery

Devoted to serving our island and region

We are the University of Guam.



70 YEARS OF TRANSFORMING LIVES
AND ADVANCING COMMUNITIES



CONNECT WITH THE UNIVERSITY OF GUAM



UOG.EDU



ADMITME@TRITON.UOG.EDU



+1.671.735.2214



The University of Guam is a public U.S. land-grant institution accredited by the Senior Commission of the Western Association of Schools and Colleges (WASC). UOG is an equal opportunity provider and employer.