

Visit our website at www.pacificsbdc.com

Register Your Business
in our new regional
Business Directory at
<http://www.pacificsbdc.com/directory!>

INSIDE

- USDA Rural Development Hosts Roundtable Discussion **Page 2**
- Guam SBDC Workshops .. **Page 3**
- Kosrae & Chuuk SBDC Training Schedules ... **Page 4**
- Setting Up a Professional Home Office **Page 6**
- Basic Alliance for Local Living Economies a Success **Page 6**
- Asu Smokehouse . **Page 7**
- Yap SBDC Training Schedule **Page 8**
- Interview with Bourn Frank, Kilange Store owner **Page 9**
- Happenings on Guam **Page 11**



The Pacific Islands Small Business Development Center is a program supported by the U.S. Small Business Administration under a cooperative agreement and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions, or services of any external parties or activities. This material is based on work supported by the U.S. Small Business Administration. Any opinions, findings, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

Editorial/Production Staff

Rindraty Celes Limtiaco, President, G.P.I.
Pacific Island Small Business Development Center Network, Editorial
Jae Fermin Medina, Advertising Director



Fizz & Co. located on Route 4 Hagatna Guam

Fizz & Co. Flashback to the 50's

By: Nicole Tesiro
Network Program Assistant
Pacific Islands SBDC Network

Family oriented, fun, and entertaining were the foundation blocks that LeAnn and her husband Robbi Crisostomo wanted their business venture to encompass. After surfing

the web one day, LeAnn stumbled upon an image of an old soda fountain and thought to herself that no concept like that existed on Guam. She always wanted to fulfill her dream of opening up a business and to be her own boss and as she constantly thought about that image, she became more and more

determined to make that dream happen. She broke down the old soda fountain model and asked herself if this was what she wanted to pursue. She thought it was a great idea to have a fun, entertaining shop that would involve her family and welcome other families as well. In addition, she wanted to bring the

50's style diner theme—a new experience and atmosphere—to Guam. This eventually convinced LeAnn and Robbi to open up Fizz & Co.

Born in Michigan and raised on Guam, LeAnn grew up in Ipan Talofoto and married Robbi Crisostomo. They have five daughters: Ashlee, Tiana, Mariana, Taylor, and Clai and are grandparents to Zayne and Zuriah. Although having waitressing experience after graduating from high school and currently working as a travel agent, LeAnn took the risk of jumping into an unfamiliar industry. However, her determination to absorb information, educate herself, and utilize her surrounding resources made the risk less frightening. She spent "many hours, days, and weeks constantly brainstorming, researching, thinking, and dreaming" of ideas that would come and go. Things were getting overwhelming and would sometimes frustrate her; however, she reminded herself to be patient and trust that the ideas will come and when they do, she will know. She attended workshops to get a head start on the basics of opening up a business and utilized the counseling sessions at the Guam Small Business Development Center (SBDC) with Women in Business Program Coordinator and Business Counselor Denise Mendiola-Hertslet.

LeAnn stated that she appreciated how the Guam SBDC guided her through the start-up process from how to get a business license to getting set-up for her inspections. She said, "I liked that I could call on someone whenever I was unsure of something. Having a counselor gave me the comfort knowing I can always turn to someone for help during the process and continue to get support even after opening her doors. Having the [Guam] SBDC is like having a best friend." In between the business planning and the actual operations, she continues to learn along the way of finding

continued on page 8



Storefront view of The Copy Center

The Copy Center Opens for Business

By Geraldine Mitagayow
Business Counselor
Yap SBDC

The Copy Center, newest tenant of the Yap Small Business Development Center (SBDC) which houses the Business Incubator, opened its doors for the first day of business on Wednesday, June 25, 2014. The Copy Center is a new start-up sole proprietorship owned by Anthony C. Tareg, Jr., which specializes in copying, printing and multi-media services.

Anthony (Tony) was born and raised on Yap Island. After finishing

high school on Yap, he attended Palau Community College for two years and transferred to the University of Guam where he earned his Bachelor's Degree in Tourism and Hospitality Management in 2000. He returned to Yap and started working at the Yap Media Division in various capacities including Yap State protocol officer and radio announcer. After 10 years with the Media Division, he was hired in 2009 as the general manager of The Office Place, a branch of Copy Masters

continued on page 8

Like us on
Facebook
www.facebook.com/pacificsbdc.com



USDA Rural Development Hosts Roundtable Discussion at UOG

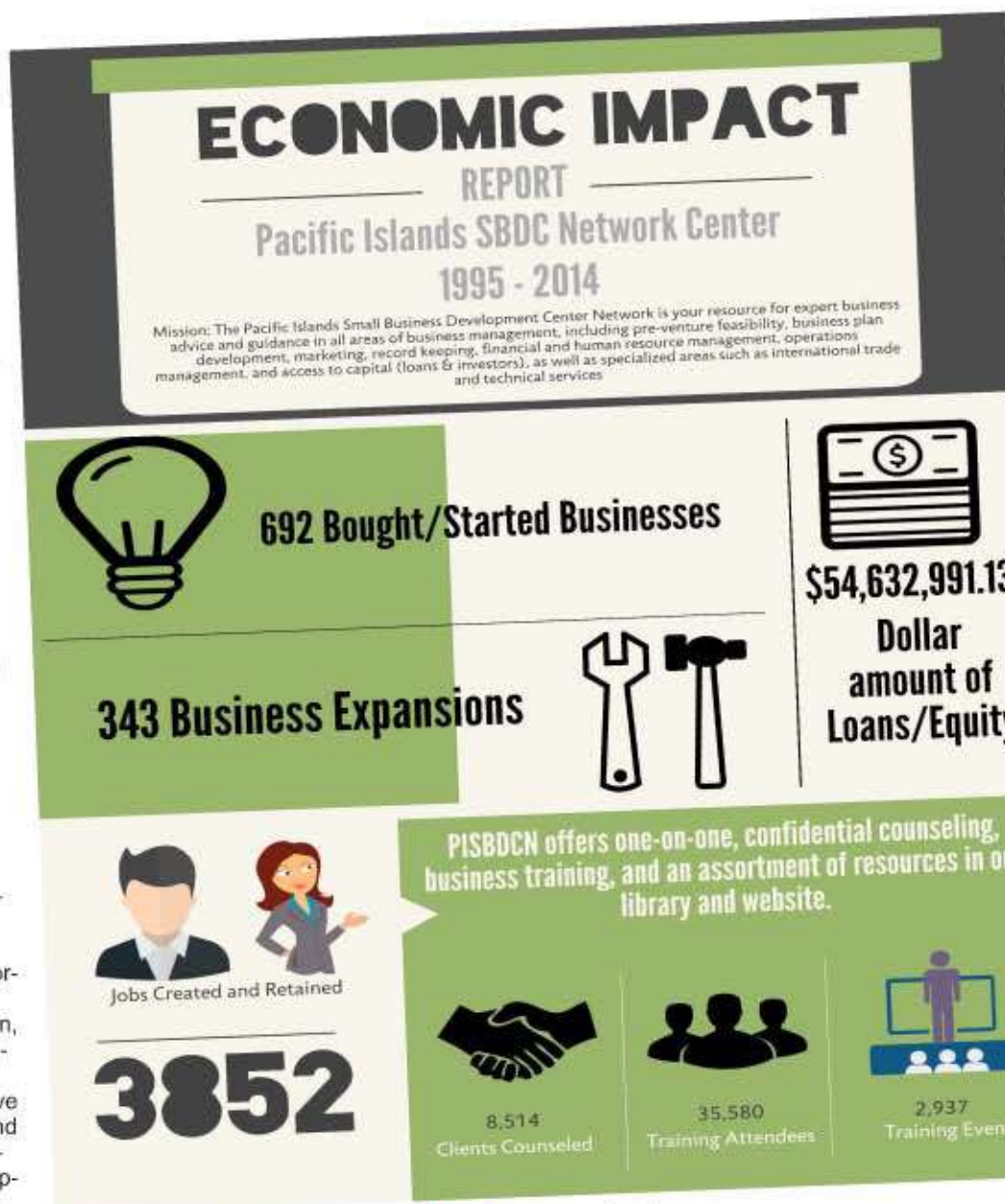
USDA Rural Development, in conjunction with the Small Business Administration, hosted a Community Economic Development Roundtable discussion where various departments attended. The Roundtable was held at the University of Guam School of Business and Public Administration Building on June 19, 2014.

The USDA Rural Development Hawaii State Office has oversight of the State of Hawaii, the Western Pacific, and American Samoa, by far the most diverse region across the United States. Given the unique geographical and cultural demographics, assisting rural communities in this region cannot be achieved by a "one size fits all" approach. In order to identify specific or "localized" needs of each community, Rural Development utilizes a Community Economic Development (CED) assessment process. Gathering input from key stakeholders in each community enables Rural Development to be strategic in its delivery of financial assistance in targeting the needs of that particular community.

The Roundtable presentation consisted of presentations from Chris Kanazawa, State Director of Rural Development, Kenneth Lujan, Branch Manager of Small Business Administration (Guam Branch), Christina Garcia, Business Development & Marketing Manager of Guam Economic Development Authority, Jon Nathan Denight, Deputy General Manager of Guam Visitor's Bureau, and Joseph Diego, Area Director (Western Pacific) of USDA Rural Development. The presentations were followed by stakeholder discussion on what their respective departments envision as the top three priorities for community development. Through this discussion, the USDA gathered and compiled the information to plan for the facilitation of interactive discussions between local and federal stakeholders on community and economic development priorities in other areas of the Western Pacific.



USDA Rural Development State Director, Chris Kanazawa, gives an introduction to the USDA services and the objectives that are to be met for the Community Roundtable Discussion



Piktochart
make information beautiful

Pacific Business Partners Officers, Staff and Board Members



Pacific Islands Small Business Development Center Network

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

Casey Jeszenka, Network Director
casey@pacificsbdc.com
Georgette F. Reyes, Associate Network Director
georgette@pacificsbdc.com
Nicole Tesiro, Extension Assistant
nicole@pacificsbdc.com

Guam SBDC

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

Chuuk SBDC

P.O. Box 1143, Weno, Chuuk,
Federated States of Micronesia 96942
Telephone: (691) 330-5846 • Fax: (691) 330-5847
Email: chuksbdc@mail.fm
Kelsen Haregaichig, Director/ Counselor
Cassandra Dereas, Office Manager
Sardis Betwel, Counselor

Commonwealth of the Northern Mariana Islands (CNMI) SBDC

Caller Box 10007, CK
Saipan, MP 96950
Telephone: (670) 664-3018
Fax: (670) 664-3067
Perry Inos Jr., Director/Counselor
Lynette Sablan, Office Manager

Yap SBDC

P.O. Box 1171, Colonia, Yap,
Western Caroline Island 96943
Telephone: (691) 350-4801 • Fax: (691) 350-4803
Email: YSBDC@mail.fm
James Limar, Director
Monica Tinag, Counselor
Janice Fanaglibuw, Office Manager
Michael Gaan, Business Counselor

Republic of the Marshall Islands (RMI) SBDC

P.O. Box 1727, Majuro,
Marshall Islands, 96960
Telephone: (692) 625-3685
Email: rmisbdc@ntamar.com
Anel Philimon, Director
Leeno Aikuji, Office Manager

Palau SBDC

P.O. Box 9, Koror,
Republic of Palau 96940
Telephone: (680) 587-6004 • Fax: (680) 587-1549
Email: palausbdc@palauet.com
Lisa Abraham, Director

Kosrae SBDC

P.O. Box 577, Tofol, Kosrae State,
Federated States of Micronesia 96944
Telephone: (691) 370-2751 • Fax: (691) 370-2066
Email: kbdac@mail.fm
Skinner Jackson, Director
Alokoa Sigrah, Business Counselor
Atalia Jackson, Office Manager

PISBDCN Advisory Board

Mike Ady, Chairman (Guam)
Philip Reklai, Vice Chairman (Palau)
Casey Jeszenka, Secretary (PISBDCN/Guam)
James Gilmar, Member (Yap)
Robert Pinho, Member (RMI)
Fred Skilling, Member (Kosrae)
Mason Fritz, Member (Chuuk)
Anita Enriquez, Member (Guam)
Rindraty Limtiaco, Member (Guam)
Christine Quichocho, Member (Guam)
Lee Webber, Member (Guam)
James, Arenovski, Member (CNMI)
Rachel Leon Guerrero, Ex-Officio (GEDCA)
Ken Lujan, Ex-Officio (SBA)



SAVE A SEAT! REGISTER TODAY!

Upcoming Guam SBDC Workshops

AUGUST - OCTOBER 2014

Friday, August 29th (8:30am – 11:00am) **Registration and payment deadline 8/27/14 at 12noon

“How to Open a Retail or Wholesale Business on Guam”

Presented by Denise Mendiola-Hertslet, Senior Business Counselor/WIB Program Coordinator

Fee: \$50.00 per person (Lunch is not included)

SYNOPSIS: Are you ready to turn your dream of owning a retail or wholesale business on Guam into a reality? Before you buy your first piece of inventory, rent your facility, or design your sign, you need to lay the groundwork for success. This workshop will cover the business plan basics and local government agencies' rules and regulations you will need to be aware of before you apply for a business license, and help you hone your business idea into a well-designed concept. (Workshop is supported by the Guam Women's Chamber of Commerce)

Friday, September 5th (8:30am – 11:00am) **Registration and payment deadline 9/3/2014 at 12noon

“How to Start a Business”

Presented by Denise Mendiola-Hertslet, Senior Business Counselor/WIB Program Coordinator

Fee: \$20 per person

SYNOPSIS: This workshop will help individuals learn everything they will need to get started, including an introduction to business plans and the importance of preparing one; exploring the legal forms of business (sole proprietorship, partnership, corporation, limited liability partnership / company) and which one is right for your business needs; local or federal licensing requirements for the business. Participants will be able to

SAVE THE DATE!

October 24, 2014

WIB CONFERENCE:

MADE LOCAL.

GO GLOBAL.



Additional details are forthcoming.



obtain vital information and resources to start and own a business. This training will take the mystery out of starting a business and help participants better evaluate their business idea!

Friday, September 12th (8:30am – 11:00am) **Registration and payment deadline 9/10/2014 at 12noon

“Introduction to Financial Statements”

Presented by Fred Granillo, Business Counselor/Training Program Coordinator

Fee: \$20 per person
SYNOPSIS: TBA

Friday, October 3rd (8:30am – 11:00am) **Registration and payment deadline 10/1/14 at 12noon

“QuickBooks: Doing Payroll”

Presented by Fred Granillo,

Business Counselor/ Training Program Coordinator

Fee: \$50.00 per person

SYNOPSIS: To gain an overview of payroll in QuickBooks, learn more about payroll setup, set up employee payroll information, set up payroll schedules, practice writing and printing a payroll check, learn how QuickBooks tracks your tax liabilities, practice paying payroll taxes.

Friday, October 10th (8:30am – 11:00am) **Registration and payment deadline 10/08/14 at 12noon

“How to Write a Business Plan”

Presented by Denise Mendiola-Hertslet, Senior Business Counselor/WIB Program Coordinator

Fee: \$20.00 per person

SYNOPSIS: This seminar will cover all of the elements to be included in a business plan, & explain with examples what is

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

Friday, October 31st (8:30am – 11:00am) **Registration and payment deadline 10/29/14 at 12noon

“How to Start a Farm Business on Guam”

Presented by Denise Mendiola-Hertslet, Senior Business Counselor/WIB Program Coordinator

Fee: \$50.00 per person (Lunch is not included)

Synopsis: Are you ready to turn your dream of owning a Agriculture or Aquaculture business

on Guam into a reality? Before you invest in equipment, build a facility, or purchase your first seedlings or livestock, you need to lay the groundwork for success. This workshop will cover the business plan basics and local government agencies' rules and regulations you will need to be aware of before you apply for a business license, and help you hone your business idea into a well-designed concept.

Training will be held at the Leon Guerrero SBPA Bldg. Room#148, UOG

Training is subject to change without prior notice. Registration is mandatory.

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 (Visa, MasterCard, and Diners Club & JCB) accepted.

For more information, please call the Guam SBDC at 735-2590.

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



Kosrae SBDC Training Schedule

September – October 2014

Tuesday, September 23rd, 2014

"Small Business Record Keeping"

Synopsis: To conduct basic record keeping systems to the local business owners and the general community. Basic record keeping systems such as recording daily sales and cash flow, how to keep basic business records, and how to use records to create financial statements.

Friday, September 26th, 2014

"FSM DB Loan Application – How to Fill Out"

Tuesday, October 14th, 2014

"Youth Entrepreneurship – Business Planning"

Synopsis: To introduce the basics of business planning and development to the youths who are interested in starting their own businesses. Business planning will include development of a business plan, how and where to get information to start and plan a business, especially to the young women and men.

Tuesday, October 28th, 2014

"Sales Forecasting"

All workshops will be conducted at the Kosrae SBDC and will be from 10:00am -12:00noon.

Interested in starting or expanding your business? The Kosrae SBDC workshops are offered at NO CHARGE 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.



Chuuk SBDC Training Schedule

September 2014

Date

Workshop Title

September 01, 2014

Record Keeping

September 02, 2014

Record Keeping – Posting Transactions

September 03, 2014

Record Keeping – Income Statement & Balance Sheet

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

Interested in starting or expanding your business? The Chuuk

SBDC workshops are offered at NO CHARGE to assist you by providing business information on start-ups, financial statements, marketing strategies, and much more! For more information, please contact Cassandra Dereas or Ketsen Haregaichig at 691-330-5846 or e-mail cassandra@pacificsbdc.com or ketsen@pacificsbdc.com.

Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please contact the Chuuk SBDC at 691-330-5846. Services are extended to the public on a non-discriminatory basis.

Advertising in the Pacific Daily News helps your business succeed by delivering:

Audience

You've got not only the Pacific Daily News but a number of targeted print and online products in which to advertise.

Flexibility

You can build ads in various sizes, as well as deliver your message to specific locations on island.

Reliability

Shoppers view the newspaper as the most valuable, up-to-date, convenient, and dependable place to turn to for retail advertising.

Source: Newspaper Association of America

Targeted Households

94% of adults on Guam with household income of over \$50,000 read the PDN each week. That means Advertising with the PDN reaches those with buying power!

Source: Market Research and Development, Inc.
Guam Media Study, Sept. 2010



To place your ad in the Pacific Daily News, call 479-0203 or email advertising@guampdn.com.

Pacific Daily News
GUAM'S *complete* SOURCE
www.guampdn.com

CNMI SBDC Training Schedule

August - October 2014

Date	Workshop Title	Location
August 8, 2014	Buying a Business	Saipan
August 15, 2014	Buying a Business	Tinian
August 20, 2014	Buying a Business	Rota
September 5, 2014	Finding and Attracting Investors	Saipan
October 3, 2014	Finding and Attracting Investors	Tinian
October 17, 2014	Finding and Attracting Investors	Rota

Seating is limited to 6 participants. Save your seat and sign-up today!

Interested in starting or expanding your business? The CNMI SBDC workshops are offered at NO CHARGE to assist by providing business information on start-ups, financial statements, marketing strategies, and much more! The workshops are conducted by Perry Inos, Jr. For more information on the synopsis and time, please contact Lynette Sablan or Perry Inos, Jr. at 670-664-3018 or e-mail lynette@pacificsbdc.com or perry@pacificsbdc.com.

Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please contact the CNMI SBDC at 670-664-3018. Services are extended to the public on a non-discriminatory basis.

Setting Up a Professional Home Office

By: The SCORE Association

Just imagine the luxury of working out of your home. Throughout a conference call you are wearing a bathrobe and slippers and no one is the wiser. Sound tempting? Although your clients will not know that you are working from your bedroom in a bathrobe, it is important that you commit yourself to professionalism while working at home. Professionalism shows your client that you are committed to the service you are offering. Follow this advice to set up a professional home-office.

Legalize It

First, check with your local zoning office to learn about how zoning regulations in your area may affect your business plans. If your business

requires permits or licensing, file the necessary forms.

Set Up A Professional Work Space

Set up your home-office as if you were working in an office downtown. Rent a post office box and use that address instead of your home street address on business cards and stationery. Install at least three phone lines. One for the fax machine, one for business callers and one for personal callers. Use voice mail so that a client can leave a message while you are on the phone instead of getting a busy signal or having call waiting interrupt their calls.

Carefully design your work space according to your work style. Make sure you have plenty of space and position what you use most close to you such as files, diskettes and reference material.

Create a work space that helps you concentrate. Use bright colors or dark colors, face the window or away from the window—whatever works best for you.

Establish Contacts

From home, you may not have the same opportunity to network as if you were working in an office building. Make an extra effort to establish contacts with potential clients and competitors by joining a professional association. Have your clients suggest new clients and ask if they will recommend you as well.

Keep Careful Records

Keep excellent records of all work related expenses. The Internal Revenue Service (IRS) tends to audit home-based businesses more frequently—especial-

ly when expenses, such as a percentage of their home mortgage, is written off as a business expense. There are many day planners that can help you document all of your business expenses. Your accountant can advise you on keeping careful records and claiming deductions.

Discipline Yourself

With so many distractions in your home (the refrigerator, repairmen, delivery people, tele-marketers, etc.), you must be strictly disciplined in order to get any work done. Although it may be tempting to take advantage of quiet day-times to get personal things done (a haircut, grocery shopping, etc.), don't do anything you wouldn't do if you worked away from home. You must think of your time away from the office as time and money lost,

otherwise you will be an errand runner, not a business person.

If you would like to discuss setting up a professional home-based business, contact the SCORE Association. The SCORE Association was formed in 1964 as a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. For information about starting or operating a small business, call 1-800/634-0245 for the SCORE chapter nearest you. More than 12,000 volunteer members provide individual counseling and business workshops for aspiring entrepreneurs and small business owners. SCORE has assisted nearly 4 million Americans with small business counseling. Visit SCORE on the Web (www.score.org).

Basic Alliance for Local Living Economies a Success!

By: Perry A. Inos Jr.,
Director/Counselor
(CNMI SBDC)

Through participation in two (2) of our seven (7) network areas in the Pacific Islands Small Business Development Center Network (PISB-DCN), The CNMI and Guam had the opportunity to attend the Basic Alliance for Local Living Economies (BALLE) Conference in June of 2014. Director Perry A. Inos Jr. and Business Counselor/Women in Business Program Coordinator Mrs. Denise Mendiola-Hertslet grew the anticipated opportunities for the Pacific region.

With the opportunity to gain access to resources, networks, investments, and knowledge, The CNMI acknowledges the need for growing our local economy and with what better way but through the 2014 BALLE conference.

The focus of the 2014 BALLE conference are six key that have been emerging through the localism network: finance, entrepreneurship, leadership, policy, food and ownership. Through



these conversational topics we were able to find a guided way to rebuild our economic system, at one community at a time.

Above: Tour of urban farm of the Oakland Urban Food Justice



Above: Tour of the Crucible the art of fabricating at the Oakland Maker's Movement



Above: Lecture of the History of Oakland of State Director of Economic Strategic Planning and Development

Asu Smokehouse:

Satisfying Customers One Plate at a Time

By: Nicole Tesiro
Network Program Assistant
Pacific Islands SBDC Network

Sonny Orsini, part owner of Asu Smokehouse, passionately explained his dream of opening up a barbecue restaurant on Guam and the hard work that it took to get him where he is at now. At the time, Sonny was living in the U.S. running his restaurant for about eight years. Nostalgic of the island life, his family, and the desire to reconnect with his culture, Sonny and his family made the call to relocate to Guam. Leaving his restaurant was difficult with all the time he invested and the work that he put in, but he thought why not do something that he loved while being surrounded by the people he loved. So, he called up his brother, Buddy, and they teamed up to make Asu Smokehouse come true.

Before reaching Guam, Sonny was already doing his research and trying to find out how he could go about opening up this business. He thought that Chamorro Village would be a great location and applied for a spot. Through that application process, Sonny sought the guidance of (former) business counselor, Frank Toves, at the Guam Small Business Development Center (Guam SBDC). He explained that Frank was instrumental in the technical and logistical assistance on top of the business planning in guiding him and Buddy. Furthermore, he stated that Frank really talked them through the process of how they were going to conduct their business, ways in finding efficiency, product costing, and clarifying their goals and objectives. Through multiple counseling sessions, Sonny and Buddy Orsini submitted their application and business plan and then were vetted and approved by Chamorro Village.

Sonny and Buddy strive to provide a sustainable, value added product for their customers. As much as possible, they try to reduce their carbon footprint by not using petroleum, charcoal, propane, or electricity. Instead, they use a variety of tangantangan, mango, and a Filipino-indigenous wood, called chico with a sheet of newspaper and a match to burn a steady fire for over 12 hours. Sonny uses

locally harvested sea salt from Inarajan Bay and his products are all made from scratch. Asu adds value to their products with the employees who handle them. Some of these individuals, Assistant Pit Masters, are from the Guam Community College Apprenticeship Program where Sonny and Buddy give lessons and hands-on practice on butchering, making sauces and rubs, fire management hazards and safety precautions, and high quality control. Currently, there are five employees creating and serving up delicious BBQ at Asu.

Asu Smokehouse brought a unique way of barbecuing to the island that no one was doing. Smoking meats such as brisket, pork, and ribs overnight over a slow burning fire was what diversified Asu from other restaurants offering BBQ plates. Asu stands by "quality before anything". They start off with the very best cuts of Certified Angus beef and cut no corners. This—along with other factors—has led them to win numerous competitions including Grand Championship for the Jack Daniel's Smokin Grills BBQ Competition 2014 and most recently the Grand Champion Grill Master at the annual Tumon BBQ Block Party held on July 5,



Above: Asu Smokehouse located at Chamorro Village closest to Paseo Stadium Entrance



Delicious food: Asu BBQ plate featuring their mouthwatering beef brisket with red rice, slaw, and homemade BBQ sauce.



- **Business Name:** Asu Smokehouse
- **Owner(s):** Angel and Buddy Orsini
- **Type of Business:** Food & Beverage
- **Location:** Chamorro Village, Hagatna Guam 96910
- **Hours of Operation:** Monday – Saturday 11:00am – 2:00pm and Wednesday Night Market from 5:00pm – 9:00pm.
- **Contact Information:** 671-979-1278 or e-mail asusmokehouse@gmail.com

2014.

In the short run, Asu Smokehouse plans to implement greater efficiencies with the determination to always create a better product. They hope to overcome transportation issues that create personnel challenges. Their long term goals are to increase their product distribution and one day subcontract their wood. If you've been to Asu, you may have noticed their hours of operation sign, and yes it is true, they are collecting wood on Sundays.

Lastly, after touring the back-end operations of how Asu stores their wood and smokes their meat, Sonny wanted to share what he learned from starting his business to future business owners. He said, "Commit. Follow through. Be prepared to work like you have never worked before. But make time for family. Follow your dreams, because people will appreciate the amount of work you put in and what you have sacrificed. If you love what you do, then it's not work."

Asu Smokehouse is a restaurant located at the Chamorro Village closest to the Paseo Stadium entrance. They are open Monday – Saturday from 11:00am – 2:00pm and on Wednesday Night Market from 5:00pm – 9:00pm. For lunch special inquiries and to place your order, please call 671-979-1278 or visit their Facebook page at <https://www.facebook.com/pages/Asu-Smokehouse/256552447807246> or e-mail them at asusmokehouse@gmail.com.

For more information on how the Guam SBDC can assist you, please call 671-735-2590 or visit our website at www.pacificsbdc.com.

continued from
page 1

International head-quartered in Hawaii. The Office Place provides office furniture and equipment as well as small-scale copying and printing services.

In his years managing The Office Place, Tony came to see a real need for copying/printing & multi-media services in Yap. While there currently exists a couple of small businesses providing multi-media services on island, there is none that can do large scale printing & multi-media services. Tony saw this as a business opportunity that can fulfill the needs of government agencies, private organizations and individuals that often have to place orders off-island for large posters and banners. While there are many options for ordering off-island, these often require lead time and orders may take up to several weeks or months. As Tony stated, "Providing these same services on island will meet the demand and need for faster 'NOW' service."

Tony began discussions and negotiations with the parent company in Hawaii to privatize the copying and printing services of The Office Place. The parent company was supportive of the idea with the agreement that The Copy Center would buy all its supplies from The Office Place. It's a win-win situation for both parties.

The process that led to the opening of The



Owner Tareg, Jr., left, with his two employees.

Copy Center is a lengthy and challenging one. Just like any start-up, it required careful planning, negotiations, some trial and error, and just plain hard work and complete dedication. Sometimes, however, fate brings in great timing, as happened in this case. About the time that Tony had begun to put together his business idea, the Small Business Development Center (SBDC) opened a Request for Proposal (RFP) to the public for the space and equipment at the center formerly occupied by an older Print Shop. He submitted his proposal and was selected as the winner among several other bidders.

According to Tony, the Small Business Development Center

(SBDC) is a great resource in the development of his business plan. Business counselor Michael Gaan assisted him in "crunching" numbers to determine the feasibility of the project and to put together the final business plan. But the biggest benefit, he says, is the incubator space which he is leasing for only \$300.00 per month. To put that in perspective, leases for most places around Colonia town range anywhere from \$800 to \$2400 per month.

While most business start-ups seek financing from lending institutions, The Copy Center is one exception. Through careful planning and frugal savings, Tony was able to start his business without additional funding from outside lenders.

■ **Business Name:** The Copy Center
■ **Owner:** Anthony Tareg Jr.
■ **Type of Business:** Copying, printing, and multi-media services

He personally invested his own funds as equity for the business. As part of his proposal he negotiated a deal with the Yap State Government to take over the space which included copying and printing equipment formerly used by the old government-operated Print Shop. The old Print Shop had been out of service for many years; consequently, the machines/equipment had been lying dormant as well and needed a fair amount of repair work.

One of the biggest challenges in the start-up process for Tony is cleaning the space and bringing the equipment up to service functionality. Countless hours after work and weekends were spent cleaning out the space and repairing the old equipment in preparation for the opening day. But all the hard work is worth the triumphant opening day for the Copy Center. As Tony put it, "Opening day is a significant accomplishment, but is just the first step in a series of stepping stones in the life of the business." The owner envisions the next steps to entail purchasing more machines to accommodate the demand for on-island printing for big-sized posters and banners within the next year. After that, the Copy Center will start pro-

ducing custom-made coffee mugs, T-shirts and other items with specialized printing.

While the Copy Center expects the government agencies to be its biggest customer, Tony is confident that his services will fill an unmet need from private organizations and individuals. One of the most frequently requested services that the Copy Center is already performing are customizing pictures of loved ones who have passed away. Customers often bring in photos of loved ones and request the backgrounds of the pictures to be changed and ask for different blown-up sizes of the photos. In addition to other services, frequent requests for oversized posters and banners give Tony assurance that he will have sufficient demand for his services to ensure steady business growth for the time to come.

Asked what advice Tony would give to others who want to start a business, without hesitation Tony answered, "You have to give 110% to the business! While you may have a great business idea, if you don't invest a great deal of your time and energy to it, you won't be successful."

If you are interested in knowing more about our services, programs, projects, and activities of the Yap SBDC, please contact (691)-350-4801/2 or visit our webpage at www.pacificsbdc.com.

Yap Training Schedule

August 2014
August 20, 2014
"How to Manage Employee/Employer Relations"
Time: 10:00am – 1:00pm

August 25, 2014
"Income Statement"
Time: 11:00am – 1:00pm

August 26, 2014
"Cash Flow Statement"
Time: 11:00am – 1:00pm

August 27, 2014
"Balance Sheet"
Time: 11:00am – 1:00pm

Workshops listed above will be offered to business owners and potential business owners during the month of August. For more information, please contact the Yap SBDC at telephone numbers (691)-350-4801/4802 or at e-mail address ysbdc@mail.fm. Seating is limited to 25 participants per session. Schedule is subject to change without prior notice.

continued from page 1

more efficient ways to improve the business and to keep her customers satisfied. She stated that what really motivated and made the process a bit easier was the outstanding support she received from her friends and family. When the process seemed overwhelming, she is grateful for her friends and family members who were there to lift her spirits and reinforce her drive.

Through the course of her business journey, LeAnn faced some challenges only to be reassured with the accomplishment of opening her business. The most challenging aspect for her was making sense of the business plan and putting it into a struc-



Fizz & Co. serving up Nathan's "dawgs," paninis, milkshakes, floats, and much more!



tured proposal. But with the assistance and guidance from Denise, she was able to complete it and send it off to the bank for approval. With that challenge, her hard work and

effort paid off as she stated that her greatest triumph was the approval from First Hawaiian Bank. She commented, "Knowing that for everything my family and I did to put together Fizz & Co., [First Hawaiian Bank] believed in our dream as much as we did so that we

■ **Business Name:** Fizz & Co.
■ **Owners:** LeAnn and Robbi Crisostomo
■ **Type of Business:** Food & Beverage
■ **Location:** Rt 4 Hagatna Guam
■ **Hours of Operation:** Mon-Thurs 11:00am – 7:00pm, Fri&Sat 11:00am – 8:00pm.
■ **Contact Information:** 671-477-3499 (FIZZ)

could finally open the doors and make our dream a reality." In the long run, LeAnn plans to open up another location and offer a variety of items.

Lastly, she wanted to share her advice to others who are interested in starting their

own business. LeAnn stated, "Once you have the idea, do it! An old boss once told me, 'not ventured, nothing gained.' Do not be discouraged and surround yourself with positive people. If anyone ever tells you not to—in one ear and out the other. Sure opening a business is risky as is with anything in life. What is the worst thing that can happen? Loss of money and time? You will grow from the experience and that is worth a million."

Fizz & Co. is a 50's style soda shop serving breakfast, lunch, and milkshakes. They are located on Route 4 in Hagatna and are open Monday – Thursday 11:00am – 7:00pm and Friday and Saturday from 11:00am – 8:00pm.

For more information on how the Guam SBDC can assist you, please call 671-735-2590 or visit our website at www.pacificsbdc.com.



Kilange Store: An Interview with Bourn Frank, Owner

By: Anel Phillimon
Director/Counselor

(RMI SBDC)

Please tell us about yourself and your family.

I, Bourn Frank and my wife had a dream that one day we would become business owners. I worked for the National Government for more than 30 years and we had to wait for the time I officially retired and start working toward our ultimate dream.

Why did you decide to start your own business?

I and my wife wanted to start up our own small store to (1) help our grandkids with their schooling expenses and (2) to help provide the demanded needs on imported commodities for the Kilange Island community including all other island communities in the entire Arno Atoll. Other current businesses sometimes they lack of the most needed foods, drinks as well as the other household items to meet and satisfy the needs of the people.

What experience do you have in this type of business?

While in school, I studied some basic business courses. My wife worked as a full-time cashier for approximately 10 years at one of the big businesses here in the Capital city (Majuro) of the Republic of the Marshall Islands. We used our skills, knowledge and experiences to run our business successfully since its initial establishment in October 2013 up to where it stands nowadays. We started very little and as of now we have the actual amount we started up with



■ **Business Name:** Kilange Store
■ **Owner(s):** Mr. Bourn Frank
■ **Type of Business:** Small Store (start-up)
■ **Location:** Kilange Island in Arno Atoll
■ **Hours of Operation:** 6:00 a.m. until 12:00 mid-night
■ **Contact information:** (692) 455-0644

been doubled.

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

The SBDC provided me with so much helpful information. They walked me through the proper steps that a business plan had to be successfully developed. I utilized the available resources at the center to enhance my business managing skills and knowledge.111

What was the start-up process like?

I had to work hard and also to obtain assistance from the center to have my business plan completed the way that the bank (s) would have considered. The business plan was completed in about 3-weeks period.

How did you fund your business?

I applied for the Micro Loan Program at the Bank of the Marshall Islands (BOMI), and it did not take that long for the bank (BOMI) to consider it.

What was your most memorable experience in your start-up process?

To have the people believe in our vision and our expertise.

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

Short term goals include having our business opened to meet and satisfy the needs of the people and to increase the numbers of our customers. The long-term goals will include having the services of the business expanding to other neighboring islands in the entire Arno Atoll.

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

If you would like to start up your own business go to the SBDC for assistance. It is where all the resources that will definitely help you to have your business started.

For more information on how the RMI SBDC can assist you, please contact their office at

RMI SBDC Training Schedule

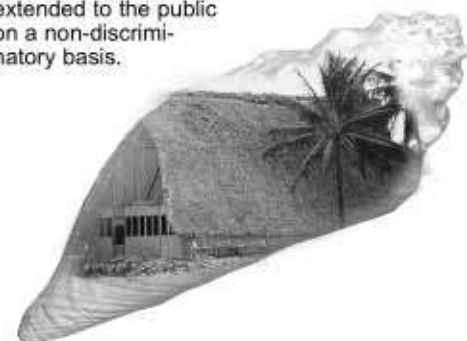
August – October 2014

Date:	Workshop Title:
August 21, 2014	The Cost of Quality
Sept. 3, 2014	Online Marketing Parts 1 & 2
Sept. 4, 2014	Customer Service
October 16, 2014	Marketing
October 17, 2014	Financial Statement- "How to develop a Cash Flow Statement"
October 23, 2014	Recordkeeping

All workshops will be held at the RMI SBDC from 10:00 a.m. – 12:00 noon and are FREE OF CHARGE.

All workshops are open to all qualified small business owners, managers, key personnel, and individuals starting or considering to start or expand their business venture. Individuals interested in attending the workshops may call the RMI SBDC office at 692-625-3685 or e-mail Leeno at leeno@pacificsbdc.com.

Request for reasonable accommodations must be made 72 hours in advance. For arrangements, please contact the RMI SBDC at 692-625-3685. Services are extended to the public on a non-discriminatory basis.



Palau SBDC Training Schedule

August 2014

Training Topic:
Intro to Accounting

Dates:
August 11-15

Synopsis: Introduction course into accounting; terminologies and hands-on exercise to relay terms of accounting in the real world. The sessions are open for non-accountants for better understanding.

Quickbooks Hands-on August 18-22

Synopsis: Must have some accounting background to enroll in the week long classes. Individuals will be given the opportunity to create a dummy company to help facilitate the use of quickbooks accounting software.

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. Please contact your Palau SBDC at (680)587-6004 or cell phone #775-5472 or e-mail: lees@pacificsbdc.com or palausbdc@palaunet.com for more details. Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.



the

GUAMPDN APP

Designed just for You!

Download our app now to gain access
the latest news on Guam!

is here!



Features Include:

- ☒ Local News
- ☒ Breaking News
- ☒ Local Sports
- ☒ Weather
- ☒ Lifestyle
- ☒ Obituaries
- ☒ National Sports Scores
- ☒ Photo Galleries
- ☒ Video Galleries and more!



iPhone

Scan the code to download
application for iPhone OS.



Android

Scan the code to download
application for Android OS.

Available on the iPhone
App Store

ANDROID APP ON
Google play

Plan Before You Take The Plunge Into Deep Waters

By: SCORE Association

Thinking about starting your own business? Join the club! Nearly 800,000 new businesses are launched each year by people like you—people with a good idea or a special talent, and the drive to make it work.

But while entrepreneurship enables you to follow your dream, it can just as easily turn into a nightmare. Whether the idea is born out of long-term goals or a frustrating day at work, the first steps for successful business ownership are planning, research, and more planning. You also need to ask yourself,

"Can I be my own boss?" Running a business is different from working for one, even if you're an experienced manager. Every responsibility—from generating new work to paying taxes, from locating office space to buying paper clips—falls

on your shoulders. And that's in addition to actually doing the work itself.

Here are some tips to help get your planning process on the right track:

Talk to others who've done the same thing. There's no substitute for experience. Talk to other small business entrepreneurs who are in the same or similar field as your proposed venture. Find out how they got started, what mistakes they made, and what they'd do differently if given the chance.

Put yourself in position of the consumer. What impresses you about the businesses you patronize? Those "little things" (e.g., home delivery, shopping via the Internet) don't happen by themselves. Consider the time, cost, and resources required to support that service.

Tell friends and colleagues of your plans. While it's not polite to directly solicit their business, you can discretely ask

for suggestions or other contacts who may be interested in using your services. Caution: If you're concerned about retribution from your current employer, be careful whom you talk to and what you tell them.

Make planning an ongoing effort. Update your business plan as you gather more information. Today's business world changes rapidly, and you may not have the luxury of keeping your plans "on schedule." The cause may be positive

(e.g., a project opportunity) or negative (layoffs at your current company).

As we noted above, there's no substitute for experience when it comes to planning and opening a small business. A great place to find this valuable resource is your local chapter of the Service Corps of Retired Executives (SCORE). There, you'll meet knowledgeable counselors ready to help you with every aspect of

launching your dream, from developing a business plan to identifying funding opportunities. There's no charge for their service, and all discussions are confidential. SCORE also provides a variety of valuable seminars and workshops for a nominal charge.

The SCORE Association was formed in 1964 as a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. For information about starting or operating a small business, call

1-800/634-0245 for the SCORE chapter nearest you. More than 12,000 volunteer members provide individual counseling and business workshops for aspiring entrepreneurs and small business owners. SCORE has assisted nearly 4 million Americans with small business counseling. Visit SCORE on the Web (www.score.org).

Happenings on Guam



Left: Anthony Barcinas, Business Program Specialist of the USDA Rural Development, gives a quick presentation to the Pacific Islands SBDC Network staff during their Professional Development training.

Right: "The Guam Small Business Development Center and the Pacific Islands Microcredit Institute announce the graduates of the Microcredit Training Program cycle 18 on May 17, 2014. The participants successfully completed twelve weeks of in-classroom, field work, research and wrote a business plan for a small business on Guam. From left to right: Tracy Matanane, Delle Nadler, Happiness Ichin, and Mary Reyes Perez, Denise Mendiola-Hertslet (coordinator/trainer). They automatically qualify for micro-loans from PIMI to start a small business on Guam with funds from USDA RD and the Bank of Guam. The next training cycle will begin on Saturday, October 4, 2014 for twelve weeks. Please contact 735-2590 for more information."



Right: Participants attend a hands on QuickBooks training in this March 14, 2014 photo covering the topic of "Entering Sales, Receiving Payments, and Making Deposits."



Left: Business Counselor Fred Granillo conducts the "How to Write a Business Plan" workshop on June 13, 2014 at the L.G SBPA Bldg Rm#149.

Subscribe to the Pacific Daily News

Subscribe & Save

\$20^{00*} per month

& SAVE UP TO \$10⁰⁰ a month

from the newsstand price.

Enjoy the convenience of local
and world news delivered daily
to your home. You'll save 34¢
off the newsstand price.



2 easy ways to subscribe

- 1) Call (671) 472-1736
- 2) Visit GuamPDN.com

Pacific Daily News
GUAM'S *complete* SOURCE
www.guampdn.com

*Promotion applies to E-Z Pay Plan, Guam Delivery Only.

*Regular 7-day subscription rate is \$22/month. E-Z Pay Plan is \$20/month.