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Your Small Business Resource

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The SUP Shack Guam is Open for Business

By: Denise Mendiola-Hertslet
Senior Business Advisor/WIB
Program Coordinator
(Guam SBDC)



Jonte and Lad De Leon, owners of The SUP Shack Guam located in Tamuning.

High school sweethearts Jonte and Lad De Leon are the proud owners of The SUP Shack Guam. They have been married for 9 and half years and are raising two beautiful daughters, Gabrielle and Mylee and have three fur babies: Biggie Smalls, Ruca and Mochi. After stepping foot on her first paddle board, Jonte said it was "Love at first paddle!" Her addiction of paddle boarding started out mild with paddling by herself to paddling with her dog then her family and now with the community. For two years, the idea of owning a stand-up paddle (SUP) retail/service business has been running in the back of her mind. Jonte thought that since she enjoyed it so much why not make a career doing something she loved doing. Her passion for paddle boarding coupled with her 14 years in the retail, business management, and customer service industry, motivated her to pursue her dream. She spent countless hours researching and

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Ms. Pinetree's Hostel/Bed & Breakfast: The First in Micronesia

By: Lisa Abraham
Palau SBDC Director

Is it a bed and breakfast? No...it's a hostel. What is a "hostel?" If you google the word "hostel" on the internet, Wikipedia defines "hostel" as budget-oriented, sociable accommodation where guests can rent a bed, usually a bunk bed, in a dormitory and share a bathroom, lounge and sometimes a kitchen. Rooms can be mixed or single-sex, although private rooms may also be available. A popular type of accommodation among backpackers or college students in the United States as well as European travelers.



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AMERICA'S
SBDC
PACIFIC ISLANDS NETWORK

THE PACIFIC ISLANDS SBDC NETWORK ANNOUNCES LISA ABRAHAM AS THE 2014 STATE STAR

The Pacific Islands Small Business Development Center (SBDC) Network Director Casey Jeszenka announced that Lisa Abraham has been selected as the 2014 State Star of the Pacific Islands SBDC Network (PISBDCN).

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

Lisa Abraham is the Director of the Palau Small Business Development Center (SBDC). Lisa was chosen by the PISBDCN for being an outstanding performer in partnering with other agencies to leverage resources, making a major contribution to the PISBDCN program and showing a strong commitment to small businesses in Palau.

"Under the great leadership of the network I am honored to receive this second State Star Award," said Lisa Abraham, "and to have the opportunity every day to assist so many entrepreneurs achieve the dream of starting and succeeding in their own

business."

A special awards reception honoring the America's SBDC 2014 State Stars was held on Tuesday, September 9th in Dallas Texas at the Gaylord Texan Resort in conjunction with America's SBDC's 34th Annual Conference. America's Small Business Development Center (ASBDC) Network is a partnership uniting private enterprise, government, higher education and local nonprofit economic development organizations. It is the Small Business Administration's largest partnership program, providing management and technical assistance to help Americans start, run and grow their own businesses. With about 1,000 centers across the nation, America's SBDC network provided business consulting to approximately 200,000 clients, training for more than 400,000 attendees, and other forms of management and technical assistance to approximately 600,000 small businesses and aspiring entrepreneurs last year. Learn more at www.americassbdc.org.



NEWS RELEASE Guam Branch Office

Release Date: October 2, 2014
Contact: Kenneth Lujan, Branch Mgr
Release Number: 15-01 Guam
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kenneth.lujan@sba.gov

Hagatna, GU – SBA has opened the nominations for the prestigious SBA Small Business Awards for 2015. The SBA honors continue to be one of the most competitive, comprehensive and visible awards presented to small businesses on island. With a record of recognizing excellence in small business for more than 24 years, past SBA winners have included outstanding small companies such as Cars Plus, Harmon Corporation, Quality Distributors, Kloppenburg Enterprises, Global Food Services, Benson Hardware, National Office Supply, Security Title, Prestige Auto, PROA Restaurant and most recently, Dr. Thomas Shieh.

"SBA's Annual Awards continues to generate interest and excitement in Guam because we discover great stories of innovation, creativity and teamwork focused on excellence. It is inspiring to learn about the positive, proactive measures that many small business owners and entrepreneurs are taking to sustain and grow their businesses, particularly with the tough economic conditions," said Kenneth Lujan, SBA Branch Manager. "In 2015, we would be celebrating 25 years of recognizing and honoring Guam's entrepreneurs and champions who have played a major role in the development of Guam's economy and the small business community."

The 2015 SBA award categories include:
SBA's Small Business Person of the Year
Entrepreneurial Success Award
Family-Owned Business of the Year
Small Business Exporter

Young Entrepreneur of the Year
Minority Small Business Champion Award
Women in Business Champion Award
Veteran Small Business Champion Award
Financial Services Champion Award
Home-Based Business Champion Award
Small Business Journalist of the Year Award

Any individual or organization may submit a nomination for an SBA Small Business Award. The required nomination forms with detailed information for each of the eleven award categories can be downloaded from the web at the Pacific Islands Small Business Development Center Network site, <http://www.pacificsbdc.com>. Completed forms should be submitted to the SBA Branch Office at FHB Bldg., 400 Route 8, Ste. 302 by 4:00 p.m. on November 28, 2014. For more information, call SBA at 671-472-7419.

Pacific Business Partners
Officers, Staff and Board Members



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Guam SBDC Staff Recognized at UOG SBPA Advisory Council Awards

The 2nd Annual School of Business & Public Administration Advisory Council Awards Ceremony was held at the SBPA Resource Room at the Leon Guerrero Building on October 03, 2014. Dr. Annette T. Santos, SBPA Dean (Interim) hosted the event where SBPA Advisory Council Chairman Mike Naholowaa and Dr. Anita Enriquez, SVP ASA opened with the welcoming remarks. The categories included Outstanding Administrative Staff, Outstanding Faculty in Research/Scholarship, Outstanding Faculty in Teaching, Outstanding Administrator, Outstanding Faculty in University and Community Service, Outstanding Outreach Counselor, and Outstanding Student Organization of the Year.

Lorie Sablan demonstrated min-

imal absenteeism, sound time and attendance, and effective communication serving over 15 years at the Guam Small Business Development Center and was therefore nominated for the "Outstanding Administrative Staff" Award. Casey Jeszenka received the "Outstanding Outreach Administrator/Program Manager" Award for his positive feedback from community partners and demonstrated security of new community partners. Fred Granillo received the "Outstanding Outreach Counselor" by demonstrating achievement of goals, quality of outcomes for clients, receiving positive feedback from his clients and community partners. We thank these individuals for their devotion to our programs and hard-work to the School of Business and Public Ad-



ministration and the Guam Small Business Development Center.

The SBPA Advisory Council also recognized Dr. Ron McNinch with the Outstanding Faculty in Research and Scholarship Award, Dr.

Fred Schumann with the Outstanding Faculty in Teaching Award, Prof. Ron Aguon with the Outstanding Faculty - University and Community Service Award, Mrs. Natasha Cruz with the

Outstanding Administrative Award, the Junior Accountants Society received the Outstanding Student Organization of the Year, and Dr. Maria Ruane received Special Honorary Award. In addition, Ms. Fernabel Dela Pena was recognized with a Plaque of Appreciation along with Dr. Anita Enriquez for serving over 15 years at the School of Business and Public Administration as they both continue their journey of success into other branches at the University.

Thank you to all the faculty and staff and congratulations to all the nominees and awardees for their continued dedication in providing quality service to our students and community and striving to achieve the University of Guam's mission "To enlighten, to discover, to serve."

SAVE A SEAT & REGISTER TODAY! UPCOMING GUAM SBDC WORKSHOPS NOVEMBER - DECEMBER 2014

Creating Value & Profit Mastery

Presented Live in Guam by
Steve LeFever, MBA, CFE, Chairman and Founder, Business Resource Services, Inc.
at the University of Guam, School of Business & Public Administration, Room 129

Fee: \$60 per participant (includes participant materials, lunch & refreshments)

November 17 & 18, 2014
7:30am Check In
8:00am-5:00pm Program

Driving financial performance in your business — for many business owners it's their Achilles heel. Business Resource Services, a Seattle-based financial performance company, has been successfully providing business owners, key managers, and those who advise them with the information and tools that can move attendees from Profit Mystery to Profit Mastery.

of humor and a touch of motivation.

You will never look at your financial statements in the same way! Be sure to register early for this important workshop.

TO REGISTER: Visit <http://pisbdcn.ecenterdirect.com>
(Registration & Payment Deadline: 11/13/2014)

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.

"Profit Mastery: Measuring Small Business Success"

"Absolute Agency"

"When I watched my staff take the different sections of Profit Mastery, I virtually saw light bulbs going on in their heads as they were grasping all the different concepts. This training will be invaluable to the clients on Guam to better manage their finances and businesses, and has made each of my counselors a better, well-equipped professional counselor." — Casey Jeszenka, Network Director, Pacific Islands SBDC Network

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Friday, November 7th
(8:30am - 11:00am) **Registration and payment deadline 11/5/14

"How to Manage a Business"

- Presented by Denise Mendiola-Hertslet, Senior Business Counselor/WIB Program Coordinator
- Fee: \$20.00 per person
- Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building
- SYNOPSIS: Managing other people effectively depends on managing yourself. Better business performance will therefore flow from improving your self-management skills. We have identified 8 different aspects of managing as business – managing yourself, your time, your employees, your customers, sales and networks, solving problems, managing risk, and managing your finances. This workshop identifies the issues you may face in each area, and provides you with practical recommendations for dealing with them. Included in the workshop are several evaluation tools that can be used to better manage your business.

Monday, November 15th
(8:30am - 11:00am) **Reg-

istration and payment deadline 11/12/14

"How to Start a Business"

- Presented by Fred Granillo, Business Advisor/Training Program Coordinator
- Fee: \$20.00 per person
- Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building
- Synopsis: This workshop will help individuals learn everything they will need to get started, including an introduction to business plans and the importance of preparing one; exploring the legal forms of business (sole proprietorship, partnership, corporation, limited liability partnership / company) and which one is right for your business needs; local or federal licensing requirements for the business. Participants will be able to obtain vital information and resources to start and own a business. This training will take the mystery out of starting a business and help participants better evaluate their business idea!

TO REGISTER

- log onto <http://pisbdcn.ecenterdirect.com>

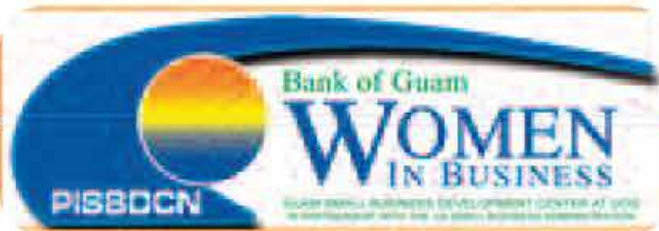
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TO MAKE PAYMENT

- online log onto your eCenter account and click PAY NOW
- Cash, check (payable to University of Guam) & major credit cards (Visa, MasterCard, and Diners Club & JCB) accepted.
- For more information, please call the Guam SBDC at 735-2590.

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SUP Shack Guam: Love at First Paddle

educating herself about stand-up paddle boarding and also went out in the water and constantly learned from trial and error. Jonte felt that that she needed to take that next step but where to begin?

A friend had referred her to the Guam Small Business Development Center (SBDC) which she heard of but was not familiar with the services they provided. So, she went onto the website and went through the request for counseling process. She had set her appointment to meet with Denise Mendiola-Hertslet to start preparing her business plan. Jonte did not realize how much work was needed in writing a business plan and creating the financial projections. She states, "I was amazed at how much work it was to open a business. I think to some degree, everyone knows it takes work, but until you go through the planning process, you never realize how much work is required." She found herself questioning whether this decision to start was the right thing to do and ultimately it was. She explains that the Guam SBDC program helped her write her business plan and come up with a financial projection sheet that helped her visualize how her business would grow over the years. She continues saying that what the business plan did for her was dissect the business into different sections and strategies. This enabled her to focus on certain areas where there was room for improvement. After weeks of modifying the business plan and what seemed like a ton of hours dedicated to research, Jonte saw things coming together and could see her end result. She was motivated more than ever, because now she had a structure and a measurable goal to reach.

Her next step was to seek additional funding. Jonte adds, "Helpful hint: I went to my bank, Bank of Guam, with my business plan, financial projection, resume, and tax returns for the past three years. Having almost all those documents helped speed up the business loan process." At the Bank of Guam, Jonte worked with Esther Reyes, a loan officer, who assessed her business plan package and her personal financial status. Esther was very professional, friendly, and expeditious. With Esther's assistance, Jonte was able to get a loan from the Bank of Guam.

Opening up a business is a stressful task and Jonte faced some challenges along the way. Research and time difference between Guam and the U.S. were the top two obstacles in opening up her business. She states, "The research is the hardest part of the process, because it takes a lot of time and a whole lot of patience. Since all my inventory needed to be ordered from off-island, I had to deal with questions not always being answered in a timely manner." She goes on to say, "That was very frustrating because on my end, I am trying to go 100% full steam ahead, but was at the mercy of the companies to get answers. Being that I am new to all this, sometimes I would have to modify my questions about inventory and wait again for an answer. The worst would be when the weekend hit and I'd have to wait until Tuesday Guam time because we are a day ahead."

Opening up a business is not all about the challenges, there are victories that every business owner encounters whether it be completing a daunting task or serving a certain number of customers. With an opti-



Paddle boards displayed at The SUP Shack Guam

mistic mind-set, Jonte says that every step is a triumph because every step meant that she was all the more closer to her dream. She recalls on the moment that she completed her business plan and financial projections with the Guam SBDC and getting her loan approved from Bank of Guam as victories. "I was in heaven because all the hard work of researching, modifying, prioritizing, and most of all patience had paid off," Jonte describes. She goes on to say, "I am quickly learning that no matter what stage I am in with my business, I will always feel a sense of triumph because the hard work put into it resulted in another day of being in business."

The SUP Shack Guam has marketing as their priority. They are humbly starting their business in a 40 foot con-

tainer out of their home and want the community to know that they are open for business. They take pride in knowing that they are building their dream literally from the ground up. In the long run, the De Leons hope to one day be busy enough to have to open an actual store location. In addition, Jonte has been lining up ducks to start distribution out of Guam sometime in the near future.

For everyone planning to open up their business, Jonte advises how important it is to have a business and financial projection plan. She states, "The plan, to me, is the foundation of my business. It's provided me with guidance to stay on track with building my business from the ground up as well as increased my chances with a business loan. I find myself constantly

- Business Name: The SUP Shack Guam
- Owner(s): Jonte De Leon & Lad De Leon
- Type of Business: Stand up paddle board retail, rentals, & lessons
- Location: Tamuning
- Hours of Operation: all day everyday!
- Contact information: 929-0436 or 929-8428
- Find us on Facebook: the-supshackguam
- Find us on Instagram: sup-shackguam
- Visit our website: www.the-supshackguam.com

referring to it because not only does a business plan help you breakdown start-up costs, but it also breaks down who you are and what you and your business is all about."

To inquiry about The SUP Shack Guam, contact Jonte or Lad at 929-0436 or 929-8428. You can also visit their website at www.thesupshackguam.com or find them on Facebook at <https://www.facebook.com/groups/the-supshackguam/>.

For more information on how the Guam Small Business Development Center can assist you, contact their office at 735-2590 or contact Denise Mendiola-Hertslet, Women in Business Program Coordinator and Senior Business Advisor at 735-2594. Visit their website at www.pacificsbdc.com.

Tahitoa Polynesian Dance School Opens in Tamuning

By: Denise Mendiola-Hertslet

Senior Business Advisor/WIB Program Coordinator (Guam SBDC)

Jens Holvoet is from Belgium, but his heart is in Guam. He had the idea of starting a Polynesian entertainment company back in October 2013 when he visited. Although his background involved making hip hop & rap music which is the opposite of Polynesian dance plus he was not a dancer himself, Jens felt that this was an opportunity worth investing in. He soon met June Cabral and that was the start of Tahitoa Polynesian Dance School.

Jens Holvoet received his Bachelor's Degree in Applied Clinical psychology, has a background in economics and trade, and knowledge in online marketing and consumer psychology. His parents owned a bicycle repair and sales shop for over 25 years, but closed the shop earlier this year where his father continues to be a self-employed mechanic. His mother stopped working as a

seamstress to tend to their three children and assisted in the daily operations of the shop.

Instructor and choreographer, June Cabral came from a talented and supportive family. Her dad is a professional ballroom dancer and an architect. Her mom is a home maker, active with sports (volleyball) and helps her dad with the family business. "Our parents supported us kids with anything we did. Growing up I took piano lessons, choir, sports and even dancing. But as I grew older I realized that I actually wanted to pursue dance more than anything." June has extensive experience in Polynesian dance: teaching, choreographing, designing and creating costumes for almost 15 years. She explained that she was taught by many great instructors and professional dancers. In addition, she shared that dance is her passion. "When it comes to dancing, I have the patience and determination to get it done. I never give up on anything I set my mind to until I succeed or feel it's perfect."

Owner, Jens and choreographer, June, decided to bring



their individual talents together to pursue a Polynesian dance company. According to Jens, "She has a lot of experience in Polynesian dancing and I see it as one of the big markets in Guam and feel it can be a successful business."

When Jens and June needed assistance with a business plan, they contacted the Guam Small Business Development Center. June says, "It helped so much. They are there to guide

you. Give you advice. They pretty much helped paved the way. And it was a big plus knowing it was a free service for small business owners or people that are thinking of starting a business but don't really know where to start. I give many thanks for their help and support. We at Tahitoa Productions are forever thankful for SBDC and especially to Denise Hertslet."

- Business Name: Tahitoa Productions, LLC
- Owner(s): Jens Holvoet
- Type of Business: Tahitian Dance Co.
- Location: RK Plaza suite 305, Tamuning GU
- Hours of Operation: Monday - Sunday 1pm - 10pm
- Contact information: 671-647-6832 (OTEA)

For Jens who came into Guam and was not familiar with the regulations and policies, the Guam SBDC was a useful tool in accessing this information. Denise guided them to the correct departments and showed them to the right people to help with certain things that are vital to starting a business. According to Jens, Denise gave him the chance to address his ideas and concerns which gave him better insight on what was needed to be done. June also played a vital role in assisting Jens with Guam's way of life.

The constant worry of whether you will succeed or not and dreaming up of worst case

scenarios were some things that June feared. But that fear also served as a motivation to succeed. "I guess not matter what you just have to be optimistic and find out what the people want and just keep moving forward no matter what comes your way," June says. Knowing that she had followers and people who loved and supported her served as positive influences to keep pushing forward. June adds, "Just simply being able to own and run your own business knowing you're in control and you can do things the way you want it to be is great."

June advises, "Seek help with SBDC. Don't waste any time and don't ever give up. Make a plan and follow it. It can be quite challenging at times but just keep your head up and work hard to make it happen. Someday you will reach your goals and you'll look back and be proud of yourself that through it all you never gave up."

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

Casa Bonita: Authentic Mexican Cuisine

By: Fred Granillo
Business Advisor
(Guam SBDC)

Eleazar Lopez is originally from the country of El Salvador in Central America. He and his wife Reina immigrated to the United States about 30 years ago. Today, the couple has one daughter, Anna, and two sons David and Jose. Eleazar came to Guam to work in the old Sizzlers Restaurant that has since closed. Eleazar worked for the owner in Los Angeles so he trusted Eleazar to help strengthen the cooking operations for that business. After the Sizzlers closed, Eleazar has worked as a cook for various restaurants on Guam. The Lopez's have lived on Guam for 22 years and love the island life that is family oriented. The Lopez's value their El Salvadoran heritage that they want to pass on to others through their food, whether it is at home or the business.

Eleazar decided to start his food business because he has always had a love for the food & beverage industry where he has spent his career. Plus the desire to introduce Guam to his style of authentic El Salvadoran/Mexican flavors. Eleazar has always had a dream to be a business owner and now with the timing right for him and his wife, he wants to take the opportunity and make a better life for his family.

With his 30 years of food & beverage industry experience in every facet of cooking responsibilities with many different types of menus, he is uniquely quali-



fied to establish this small food business. Further, Eleazar operated his own sole proprietor food business called D&J Hot-dog Stand located in Hagatna from 1997 – 2002. He ended up closing that operation due to economic circumstances. The economy declined and sales slowed to the point it was difficult to continue. He is the first to say that he gained valuable knowledge in running a business at that challenging time. As a result, he believes that has made him a better operator with an eye on food costs and al-

ways looking to attract new customers.

Mr. Lopez noted business advisor, Fred Granillo, has been instrumental in getting their business to where it is today. Mr. Granillo assisted in the completion of the business plan and financial projections required by the Chamorro Village. By assisting with the business plan, he helped clarify how he intended on doing business differently from his last business venture. Further, the additional business advice on licensing and noting all the leasehold improvements

needed up front was key. The business plan also helped secure the business loan which was not the original objective but extremely needed. Mr. Lopez noted the SBDC is an important assistance to all of Guam's small businesses and encourage others who want to start their business to utilize them.

The start-up process was time consuming and detailed in just completing the licensing process. He had to endure changes and delays in the governmental department clear-

- **Business Name:**
Eleazar Lopez dba: Casa Bonita
- **Owner(s):** Eleazar Lopez & Reina Lopez
- **Type of Business:**
Food Service
- **Location:** Hagatna, Guam (Chamorro Village)
- **Hours of Operation:**
Mon – Sat 8am-5pm
(Wednesday to 9pm)
- **Contact information:**
488-8279
- **For more information**
about Small Business
Development Center
contact

ances in order to secure the business license. Once he completed the Chamorro Village requirements, then he had to complete the licensing process which took over one month. But well worth all the effort and stress as the business once established had a clear direction with the business plan. Eleazar was ready for all other facets including suppliers, menu set up, and product pricing.

The business was funded partially through personal savings but primarily through a Bank of Guam loan. The total funding key to establish equipment, improvements and start-up costs like inventory and supplies. He is grateful to the bank and fully intends on paying off the loan because he realizes that he will likely go back

to request for more financing when he needs to expand his operations.

The biggest challenges they faced in starting up the business was applying for all the permits and setting up the inspections for all the respective agencies that have different schedules for their offices. This was done while he still worked at a job. So he endured about three months of the total process before he could actually have the opportunity to open his business.

The completion of the business license and sanitary permit represented the most memorable triumph. That is because of the lengthy process and scheduling involved. The day the business opened denoted a personal triumph as well for Mr. Lopez after 12 years he finally re-opened his food business which made him very happy to be a business owner once again.

The Lopez's goals are in the short term constantly come up with new ideas for the menu including new products and fresh ingredients. Also work with his children to help him market the business on a modest budget. Long term is to expand upon the sales volume and eventually leave his part time job, and then he can devote all his attention to his business. Also look to invest in updated equipment after a about four years.

The Lopez's would advise anyone to follow their dreams of business ownership. Although it is not easy and there is no guarantee of success, the freedom and independence is addicting to one's personal well-being. But he does note preparing a business plan this time for his business has greatly helped him focus on the priorities. Plus take advantage of the available free business resources such as the Guam Small Business Development Center.

CNMI SBDC Training Schedule

Date	Training Title	Location
November 13th & 14th	Profit Mastery	Saipan
November 21st	How to Manage your Business	Tinian
December 3rd	How to Manage your Business	Rota
December 12th	Crowd Funding	Saipan
December 19th	Crowd Funding	Tinian

Training Schedule: November & December 2014
Sign-up for FREE workshops Today!

Interested in starting or expanding your business? The CNMI SBDC workshops are offered at NO CHARGE to assist you by providing business information on start-ups, financial statements, marketing strategies, and much more! The workshops are con-

ducted by Perry Inos, Jr. For more information on the synopsis and time, please contact Lorie Pangillan or Perry Inos, Jr. at 670-664-3018 or e-mail lorie@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.

GUAM DEPARTMENT OF COMMUNITY DEVELOPMENT
AMERICA'S SBDC CNMI
PROFIT MASTERY

Creating Value & Building Wealth

Presented Live in Guam by
Steve Lefevre, MBA, CFE, Chairman and Founder, Business Resource Services, Inc.
at the Pacific Islands Club, NAPU Room

Fee: \$60 per participant (includes: participant materials, lunch, & refreshments)

November 13 & 14, 2014
7:30am (On Site Registration)
10:00am – 5:00pm Program

Driving financial performance in your business — for many business owners it's their Achilles heel. Business Resource Services, a Seattle-based financial performance company, has been successfully providing business owners, key managers, and those who advise them with the information and tools that can move attendees from Profit Mystery to Profit Mastery. Using case studies and a down-to-earth style — with just a bit of humor and a touch of motivation.

You will never look at your financial statements in the same way! Be sure to register early for this important workshop.

TO REGISTER: Visit <http://pacificsbdc.net/register>
or call 670-664-3018

TO MAKE PAYMENT: Payment due 10 days before November 13th April 15th
to the Guam Department of Community Development, 1000 Main Road, Suite 315

"Likely the most useful seminar any business person who takes sleep could ever take."
— Steve McCall, President, EMC, Inc., Chicago, IL

"Absolutely nailed my problem with cash flow!" — Gina Tomaszewski, AA Security Agency, Inc., Little Rock, AR

The Profit Mastery program turned on the lights in the old financial destiny! — William Edson, Edson Farms, Traverse City, MI

SBA

Guam SBDC Staff are Export Certified

The Small Business Jobs Act of 2010 amended §22(l) of the Small Business Act and directed the Agency to establish an export and trade counseling certification program for Small Business Development Center (SBDC) and Women's Business Center (WBC) staff (15 U.S.C. 649 (l)). The export and trade certification program is intended to greatly expand the number of qualified small business counselors available to help small businesses to engage in international trade and to provide consistency in the quality of assistance across the SBDC and WBC networks.

Export Intermediate Level test required to meet certification requirement:

Intermediate Level: provides education in key aspects of global trade, covers the learning objectives for competency in international trade and export assistance required to satisfy the certification



requirements of the SBJA. Coursework is a five-part seminar series and is offered at the

ASBDC Annual conference as well as online via webinar at www.export.gov/sbcounselors. To attain

certification, counselors must take and pass the online Intermediate level certification exam at www.ex

Left: Network Director Casey Jeszenka and SBA Guam Branch Manager Ken Lujan present and congratulate Denise Hertlet and Fred Granillo with their Certificates of Completion in passing the Export Exam.

port.gov/sbcounselors, and will receive a certificate from SBA to acknowledge competency at this level. Successful completion of the Intermediate level test with a score of 75 or above satisfies the export counselor certification requirement.

Guam SBDC Business Advisors Denise Mendiola-Hertlet and Fred Granillo successfully passed the Intermediate Level and are now Export Certified. Other members of the Pacific Islands SBDC Network, Palau SBDC Director Lisa Abraham-Rengechel and CNMI SBDC Director Perry Inos Jr. are also Export Certified.

UOG Guam SBDC 2014 Bank of Guam Women in Business Conference: "Made Local. Go Global."



Above: Eileen Agahan, right, snaps a quick photo showcasing the One Village One Product (OVOP) display, with SBPA students Rosanne Perez (left) and Cheery Yeban.



Above: Kristal Koga from Kristal Kollection displays clothing and jewelry for sale.

The WIB Export Conference was held at the Westin Resort Guam on October 24, 2014 from 8:00am – 4:00pm with Guest Speaker, Douglas Smith. Smith is the Assistant Director at the International Trade Center at the University of Texas at San Antonio, Certified Global Business Professional, M.A. International Relations, and has his M.B.A. in Finance International Business (University of Texas Austin). Smith has been involved in international trade and marketing consulting for more than 20 years, focusing on import and export development, international marketing strategy, interna-

tional market research, marketing channel management, and industry and economic research. His consulting experience involves a broad range of industries, ranging from industrial products and computers to food products and textiles. He has consulted for small businesses as well as major corporations such as IBM and Motorola.

Smith presented an abundance of export information de-mystified the export process and explained it in a logical series of manageable steps. Smith covered topics such as the four levels of export planning, export marketing and pricing, U.S. and for-

eign regulations, and incoterms. The WIB Conference included an Export Expert Panel featuring Guam SBDC Business Advisor Fred Granillo, GEDA Business Development & Marketing Manager Tina Garcia, SBA Guam Branch Manager Kenneth Lujan, and Bank of Guam VP/Chief Lending Officer Keven Camacho discussing the financial and technical logistics, Guam Seal Product, and banking and loan inquiries of exporting from Guam. The Women in Business Wine & Networking Event will follow immediately after.



Douglas Smith goes over the four levels of exporting at the Westin Resort Guam.



Ms. Pinetree's The First in Micronesia

- Name of Business: Ms. Pinetree's
- Owner: Ellen Dirrengas Toribong-Marcia
- Type of Industry: Accommodation
- Contact Information: 680-488-2441 or email mspinetrees@gmail.com
- Website: www.mspinetrees.com



Ellen Dirrengas Toribong-Marcia, Ms. PINETREE's, is a sole proprietor woman-owned business in the accommodation industry. The business is located in the back road Koror. Although known as backroad on the way to Ngerbeched, Pinetree Hostel is actually in the heart of Koror; a walking distance to Bank of Hawaii, several restaurants and the recreational track & field as well as the national gymnasium. The location also provides a peaceful area away from the main road commotion and is around a residential area for a local touch. Mrs. Ellen D. Toribong-Marcia's main target market is the tourists on a short stay or diving visitors who are seeking clean, comfortable beds with access to food, water and amenities of a home. "It's like a home away from home type of ac-

commodations", commented Mrs. Ellen D. Toribong-Marcia. Visitors mainly pay for the bed and lockers, but all amenities of washing your own laundry, TV room and internet access as well as cooking for yourself is all there for self service. To assist in the start-up costs, Mrs. Toribong-Marcia was awarded a commercial loan through the National Development Bank of Palau (NDBP) to accomplish her start-up goals. For reservations and/or inquiries, you may visit the PINETREE Hostel web site at <http://www.mspinetrees.com> or call Mrs. Marcia Toribong-Marcia at phone (680)488-2441 or e-mail at mspinetrees@gmail.com. Palau SBDC provides free confidential counseling to startup and existing businesses. One of the primary

uses of services is to assist interested loan applicants with their business plans which are needed to determine feasibility and credibility of the loan request. Similarly, the Palau SBDC offers trainings and workshops throughout the year targeted at individuals venturing into or currently in business as well as the general public interested in learning more on business. For more information about the Palau SBDC and its services as well as other incentive programs, please call 680-587-6004 or e-mail Ms. Lisa K. Abraham, the Palau SBDC Director, at lees@pacificsbdc.com. You can also visit us at www.pacificsbdc.com to find resources to help bring your business to life and to learn more about the Pacific Islands SBDC Network and its mission.

Training Schedule: November & December 2014

Training Topic:

How to Apply for a Loan

Dates:

Bank of Guam November 18

Bank of Hawaii November 19

Bank Pacific November 20

Synopsis: Hear the information straight from the lenders introduction and eligibility requirements. The sessions will present bank managers and/or critical staff that will help you when you go to the bank for loan assistance.

Business Plan: How to Craft your own Business Plan November 26

Synopsis: Learn the simplicity of developing your own business plan.

Financial Projections Planning November 27

Synopsis: Learn the basics of developing your own financial projections.

Computers in Small Business December 2-3

Synopsis: Computers in Small Business is a basic introduction to computers; basic in-

roduction of what is a computer, its various buttons and how a small business can save time by using computers to keep records for future developments and/or business sustainability.

For more information, contact the Palau SBDC @ 680-587-6004.

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.



RMI Training Schedule

November & December 2014

Sign-up for FREE Workshops Today!

Tuesday, November 18th **Registration deadline 11/14/2014 at 5pm

"How to Write an Executive Summary"

- Presented by Anel N. Philimon, RMI SBDC Director
- SYNOPSIS: The workshop will help the participant how to write a good executive summary. The executive summary is often considering the most important section of a business plan. This section briefly tells your reader where your company is, where you want to take it, and why your business idea will be successful. The executive summary should highlight the strengths of your overall plan and therefore be the last section you write. However, it usually appears first in your business plan documents.

Thursday, November 20th **Registration deadline 11/19/2014 at 5pm.

"Customer Service"

- Presented by Anel N. Philimon, RMI SBDC Director
- SYNOPSIS: This workshop will help the participant will be able to examine what is customer service is. They will learn a proper way of sharing and providing available information or service between a customer service representative and customers.

Tuesday, November 25th **Registration deadline 11/24/2014 at 5pm.

"How to determine Sales Assumptions"

- Presented by Anel N. Philimon, RMI SBDC Director
- SYNOPSIS: This workshop will help individuals to learn the 6 sales assumption that generate big costs:
We won so that means the customer must really like us.
The customer respects our representative, so the account is safe
We fixed the problem so we are on the right track.
My customers would tell me if there was a problem
My sales and account teams would tell me if there was a problem
Being an incumbent during a bid automatically makes a strong candidate.

Thursday, December 11th **Registration deadline 12/10/2014 at 5pm

"Business Plan"

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

Friday, December 12th **Registration deadline 12/10/2014 at 5pm.

"Financial Statement"

- Presented by Anel N. Philimon, RMI SBDC Director
- SYNOPSIS: This workshop will help the participant will be able to examine what is financial statement. They will learn the 3 basic financial statements are: (1) balance sheet, which shows firm's assets, liabilities, and net worth on a stated date; (2) income statement also called profit & loss account, which shows how the net income of the firm is arrived at over a stated period, and (3) cash flow statement, which shows the inflows and outflows of cash caused by the firm's activities during a stated period.

All workshops will be held at the RMI SBDC Center, MIDB Building on the 4th Floor in Room# 404 from 10:00am – 12:00noon.

TO REGISTER log onto

- <http://pisbdcn.ecenterdirect.com>

- For more information, please call the RMI SBDC at 625-3685.

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 Leeno Aikuij, P.O. Box 1101 Majuro, MH 96960, Tel: (692)625-3685, or Email leeno@pacificsbdc.com. Services are extended to the public on a non-discriminatory basis.

Future is Bright for Namdrik Virgin Oil Project

By: Anel N. Philimon
Director/Business Advisor
(RMI SBDC)

On behalf of Namdrik Coconut Cooperative board and members, the Honorable Mattlen Zackhras (Senator of Namdrik Atoll at National Parliament), the Honorable Clearance Luther (Mayor of Namdrik Atoll) and the Project Manager Mr. Erakdrik Joel were on hand to join the Bank of the Marshall Islands-BOMI officials Mr. Patrick Chen, President and CEO and Ms. Velma Edward, Commercial Loan Officer in the signing ceremony of the line of credit fund given by BOMI for Namdrik Virgin Oil Project. Also the RMI SBDC staff were invited to witness the signing and awarding of the fund.

Mr. Joel said, this line of credit is the first to be given to a Non-Government Organization (NGO) in the outer islands and they were proud to be part of this partnership with the Bank of the Marshall Islands and the Tobolar Copra Processing Authority.

This is the second time the Namdrik Coconut Cooperative re-



ceive loans from the Bank of the Marshall Islands for its virgin oil project with the assistance from the RMI SBDC. First, we received

a Micro Loan of \$10,000 which has been fully paid, and now we receive this Line of Credit of \$25,000.

We aim to be selling our virgin coconut oil to Marshall Island Service Corporation and Tobolar in bulk in the very near future and

- **Business Name:** Namdrik Copra Cooperative
- **Type of Business:** Coconut Virgin Oil Production
- **Location:** Namdrik Atoll
- **Hours of Operation:** 8:00 a.m. until 5:00 p.m. (Monday thru Saturday)
- **Contact Information:** (692) 455-0051

this would happen with the assistance from BOMI and the RMI SBDC.

"Copra is still the main source of income for our people and we have spent all of our time and resources developing this industry so it is sustainable," said Mr. Joel.

Namdrik leaders recognized BOMI, RMI SBDC and Tobolar Management because without their assistance this would not happen. Komol Tata.

For more information on how the RMI SBDC can assist you, please call Leeno Aikuij at (692) 625-3685 or visit our website at www.pacificsbdc.com or email him at leeno@pacificsbdc.com.



Agriculture Training Held on Chuuk

By: Ketsen Haregaichig
Director/Business Advisor
Chuuk SBDC

In 2013, there was an MOU signed between the Department of Agriculture, College of Micronesia-Land Grant and Chuuk SBDC for a joint effort and collaboration in training the people of Chuuk. The workshops featured topics on learning how to prepare the soil before planting food plants, how to take care of the plants, when and how to harvest, take the harvest to the kitchen, on the sink and all that, prepare the harvest for consumption and the extra for the market place. A group of more than twenty young men and women put on their big smiles as they got together for a group picture. This group of young men and women is the first group that completed a one week training done by the Department of Agriculture, COM Land Grant and the Chuuk SBDC.



Training Schedule: November 2014

Sign-up for FREE workshops Today!

"Business Diversity"

Date: November 17, 2014

● Synopsis: In this training, participants will learn about other types of businesses that exist. At the end they will know that not only retail store, fish markets and sewing are the types of businesses that can work at home.

"Marketing"

Date: November 18, 2014

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

"Quality System"

Date: November 19, 2014

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

"How to Write a Business Plan"

Date: November 20, 2014

● Synopsis: In this training, participants will learn what a business plan is, why a business plan is needed, for who and how to use it.

All workshops are to be held at the Chuuk Small Business Development Center from 9:00am – 11:00am.

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.



Training Schedule: November & December 2014

Sign-up for FREE workshops Today!

"What to Know about FSM Social Security Tax"

Thursday, November 6th, 2014
Presented by Kosrae SBDC/FSM SSA, Kosrae Branch Office

"Youth Entrepreneurship – Business Planning"

Thursday, November 13th, 2014
Presented by Kosrae SBDC

"Record Keeping"

Thursday, November 20th, 2014
Presented by Kosrae SBDC

"Pricing"

Thursday, November 21st, 2014
Presented by Kosrae SBDC

"Sales Forecasting"

Thursday, December 4th, 2014

Presented by Kosrae SBDC/DREA

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.



Yap Training Schedule: November & December 2014

Sign-up for Free Workshops Today!

Date/Time	Workshop Title	Instructor	Venue
Nov. 13th 1:00 – 3:00pm	Break Even Analysis	Michael	SBDC 115
Nov. 13th 1:00 – 2:00pm	Setting Price, Using Total Cost Concept	James	SBDC 113
Nov. 14th 10:00-11:00am	Setting Price, Using Fixed Cost Concept	James	SBDC 113
Nov. 14th 1:00-2:00pm	Setting Price, Using Variable Cost Concept	James	SBDC 113
Nov. 20th 9:00-12:00noon	Starting a Business	Geraldine	SBDC 114
Nov. 26th 9:00-12:00noon	Marketing Concepts	LP	SBDC 114
Nov. 27th 9:00-12:00noon	Quality Assurance	James	SBDC 114
Dec. 4th 9:00-12:00noon	Fixed Cost	James	SBDC 114
Dec. 5th 1:00-2:00pm	Variable Cost	James	SBDC 113

Workshops listed above will be offered to business owners and potential business owners during the months of October through December 2014. For more information, please contact the Yap SBDC @ telephone numbers (691)-350-4801/4802 or at email address HYPERLINKmailto:ysbdc@mail.fm ysbdc@mail.fm Seating is limited to 25 participants per session. Schedule is subject to

change without prior notice.

Request for reasonable accommodations for persons with disabilities must be made 72 hours in advance. Services extended to the public on a non-discriminatory basis. Call the YAP SBDC at (691)350-4801/2 for arrangements.