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## The IFIT Shop: A Woodcarving Legacy

**By Denise Hertslet,**  
Senior Business Counselor  
(Guam SBDC)

You may have seen the many beautiful wood carving pieces by the Master Ifit Carver, Tun Robert Taitano, when visiting retail shops, restaurants, and in the offices and homes around the Island. Well, as they say the apple doesn't fall far from the tree. In this case, the bark doesn't fall far from the Ifit tree. It just so happened that Robert Taitano Jr., the son and apprentice of Tun Robert Taitano, turned his woodcarving skills into a family business. I have always been in the carpentry/wood work industry. I started working with my father at a very young age, learning everything I possibly could from him. Later on, he expanded his skills in cabinetry and millworks while working for his previous employer, The Big Shop. Robert Jr. also did fabrication and installation work for two schools (William McCool School and Guam High), numerous housing projects and Ralphys, to name a few. One evening, Robert Jr. and his family had a conversation over dinner about their current jobs. He felt that even though it



would be more challenging for them, starting their own business would be more convenient for their family.

Robert Jr. and Tanya Taitano started their business like most entrepreneurs: limited funds and resources. We used our personal funds to start the IFIT Shop. We had some loyal local and military customers that helped us through our first three months. It was hard at first only

because we started our business earlier than we predicted. After almost a year of bootstrapping and growing their customer base, the owners felt confident that they could move to the next phase in their business. According to Tanya, Now that we had more demand from our customers, we reached out for a business loan from GEDA to

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▲ **Business Name:** IFIT SHOP  
 ▲ **Owner(s):** Robert Jr. & Tanya Taitano  
 ▲ **Type of Business:** Retail of Ifit Wood Carvings  
 ▲ **Location:** Andersen Exchange (BX)  
 ▲ **Hours of Operation:** 10am - 7pm, 7 days a week  
 ▲ **Contact information:** 888-2650/653-5366

Next generation of entrepreneurs business plan competition.

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**Joe Roberto**

**By: Kenneth Lujan, SBA  
Guam Branch Manager**

More than 22 years ago, this year's SBA 2012 Jeffrey Butland Family-Owned Business of the Year winner, Joseph Roberto and his family relocated from Hawaii to Guam and opened a tinting business call Island Tinting. Providing simple, low-cost solutions by tinting vehi-

cles, homes and commercial buildings, are a few of the recommendations the family-owned business has provided the island community in an effort to maintain a comfortable environment and conserve power. In 1990, Island Tinting opened with a staff of four. In 2005, the company expanded and opened North Island Tinting in Dededo and recently, they moved back

into their newly renovated East Hagatna facility. In its 22 years of existence, the company has weathered many challenges from the effects of a struggling economy, several typhoons and the painful struggle of Joe's youngest child, Shayden, and her death after just 10 months of life.

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## 2012 Small Business Awards Jeffrey Butland Family-owned Business Awards



# Richard K. Lai

## Small Business Person of the Year (Guam)

By: Kenneth Lujan, SBA  
Guam Branch Manager

Embracing innovativeness or innovation is a time honored and proven force for positive change and a good ingredient for success in business.

At the age of 16, Richard K. Lai migrated to Guam from Hong Kong with his mother and family who operated a coffee shop business. Several years later, he attended the University of Washington where received a Bachelor of Science degree in Mechanical Engineering.

In 1987, Richard returned to Guam to help his mother, Shirley Lai, run her coffee shop. As CEO and President of Wing On Corporation, he oversaw the expansion of Shirley's Coffee Shop from a single 28-seat dinette with four employees to a franchise operating four restaurants in Guam and the Commonwealth of the Northern Mariana Islands (CNMI). Shirley's Coffee Shop now employs 212 persons and has a combined seating capacity of 720 customers.

Considering that Guam has the highest per capita consumption of spam in the world, the coffee shop became famous for its



signature fried rice mixed with spam, often referred to as Chamorro Steak. One of Richard's first innovative and competitive strategies

was to team up with Hormel Company, manufacturer of spam, to create a hot and spicy spam. This unique product, featuring Shirley's fried rice recipe

on the can, became an instant success through voluminous sales in Hong Kong, Australia, Philippines, Guam, and the CNMI. The popularity of Shirley's fried rice mixed with Hormel's Hot and Spicy Spam on both regional and global levels made the people of Guam very proud of the island's local entrepreneur, Richard Lai.



## 2012 Small Business Awards

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Today, the company has a solid team of ten which peaks to 20 staff members. Joe manages the company as President; his brothers, Tom and Tim, serve as VP and Secretary, respectively; and sister, Priscilla, handles the office as Office Manager. You would notice that their children help out around the shops and familiarize themselves with the operations. The company also diversified its operations by opening a vehicle detailing shop, Paradise Auto Spa.

Their customers are the

trusted referral for automotive tinting because of their reliability and quality of products and services. Grateful for the trust and patronage the community has gives to them, Joe and his family believes that is important to give back. Joe is serving his time to Small Businesses Committee with the Guam Contractors Association and in various Parent Teacher Organization (PTO) boards as well as the Board of the

University of Guam's Child Development Center.

Joe's name within the soccer community is synonymous with the word, Coach. As a longtime volunteer coach with one of Guam's soccer teams, Coach Joe has influenced hundreds of young soccer players. A believer in continued training, he carries the concept to his employees. Each year, he sends his employees off-island to receive specialized product training in their line of work. It instills a sense of pride and accomplishment in the employees and benefits the

▲ **Title:** President  
▲ **Company Name:** Wing On Corporation  
▲ **Business Address:** P.O. Box 4338, Hagatna, Guam 96932  
▲ **Telephone Nos.:** 671-472-2695 (w), 671-477-3151 (f)  
▲ **Email Address:** richardklai@aol.com

In 2006, Richard diversified Wing On Corporation's holdings by opening Samurai Teppenyaki Japanese Restaurant. Samurai has a staff of 62 employees who cater to thousands of local residents and tourists in the heart of the island's tourism capital.

Richard is also an active member of Guam's community, and he contributes to various charitable organizations. As President of the Guam Football Association since 2001, he has made a difference in his contributions to the development of island sports, namely soccer, for people of all ages on our island. He has dramatically transformed this sport from the number 7 sport in 2001 to the number 1 playing sport in 2011 on Guam.

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Officers, Staff and Board Members



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# SBDC Clients WELCOME TO eCenter Direct!

The Pacific Islands Small Business Development Center Network (PISBDCN) and Service Centers has recently implemented a new tool that we hope will help improve more timely and convenient communications with our clients. eCenter Direct is a client portal designed for you located at (<http://pisbdcn.ecenterdirect.com/>).

Using eCenter Direct you can:

- ▲ Edit your own company's demographic information online, making sure that your address information is accurate and current.

- ▲ Browse and register for our upcoming training events.

- ▲ Complete our surveys that we will be sending you periodically to make sure we are meeting your needs

and requirements.

- ▲ Access important documentation and resources that we believe will help your business grow and prosper.

We hope you agree that eCenter Direct makes it easier than ever to communicate with the PISBDCN and its Service Centers. If you know of a new prospective business that can benefit from the services offered by the PISBDCN please send them to the eCenter at (<http://pisbdcn.ecenterdirect.com/>) to register online and to request counseling with one of our qualified business counselors. For more information, please call the PISBDCN at (671) 735-2590 or the Small Business Development Center located in your respective area.





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**Contact Guam SBDC at 735-2590 or Frank Toves (Project Coordinator) 735-2592.**  
**Let's See If You Have What It Takes to Make It Happen!**  
**Application Deadline: 5pm, May 31st, 2012**



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## Guam SBDC Training Schedule (May - July)

### MAY

**Wednesday, May 23rd (8:30am-11:00am)**  
**\*Management 101 or How to Build a Team\***  
 Presented by PHRSI  
 Fee: \$30 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Thursday, May 31st (12 noon-2:30pm)**  
**\*WIB: Workshop: Identifying and Meeting Market Needs\***  
 Presented by Guam SBDC  
 Fee: \$20 per person; Location: Bank of Guam Headquarters Bldg 2nd Floor Conference Room, Hagatna vice UOG Rm 129 Multipurpose Leon Guerrero SBPA Bldg.

### JUNE

**Friday, June 1st (8:30am-11:00am)**  
**\*How to Prepare a Financial Plan\***  
 Presented by Guam SBDC  
 Fee: \$20 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Friday, June 8th (8:30am-11:00am)**  
**\*How to Prepare a Marketing Plan\***  
 Presented by Guam SBDC  
 Fee: \$20 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Tuesday, June 12th (9:00am-11:30am)**  
**\*Customer Service for Food and Beverage\***  
 Presented by Toshie Ito, Motiva Training & Consulting  
 Fee: \$30 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Thursday, June 14th (8:30am-11:00am)**  
**\*Branding Your Company for Export\***  
 Presented by Guam SBDC  
 Fee: \$20 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Friday, June 15th (8:30am-11:00am)**  
**\*QuickBooks: Entering and Paying Bills\***  
 Presented by Guam SBDC  
 Fee: \$50 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Thursday, June 21st (8:30am-11:00am)**  
**\*Leadership vs. Management\***  
 Presented by PHRSI  
 Fee: \$30 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Thursday, June 28th (12 noon-2:30pm)**  
**\*WIB workshop: Setting Financial Goals\***  
 Presented by Guam SBDC  
 Fee: \$20 per person; Location: Bank of Guam Headquarters Bldg 2nd Floor Conference, Hagatna

### JULY

**Friday July 06th (8:30am-11:00am)**  
**\*How to Start a Business\***  
 Presented by Guam SBDC  
 Fee: \$20 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Thursday July 12th (8:30am-11:00am)**  
**\*Designed for Success: Logo Development and Visual Branding for Small Business\***  
 Presented by Raj Webz, 1-A Guam WEBZ  
 Fee: \$30 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**July 18th (8:30am-11:00am)**  
**\*Establishing a Rock Solid Online Presence: Websites, Social Media, Search Engines, and More!\***  
 Presented by Raj Webz, 1-A Guam WEBZ  
 Fee: \$30 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Thursday July 19th (8:30am-11:00am)**  
**\*Profits and Cash Flow from Exporting\***  
 Presented by Guam SBDC  
 Fee: \$20 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Tuesday July 24th (9:00am-11:30am)**  
**\*How to Coach and Motivate Average Employees\***  
 Presented by Toshie Ito, Motiva Training & Consulting  
 Fee: \$30 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Thursday July 26th (8:30am-11:00am)**  
**\*Website Design and Development: Launch a Website that Rocks (and Rolls)!\***  
 Presented by Raj Webz, 1-A Guam WEBZ  
 Fee: \$30 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Thursday July 26th (12:00pm-2:00pm)**  
**\*WIB workshop: Planning the Product/Service\***  
 Presented by Guam SBDC  
 Fee: \$20 per person; Location: Bank of Guam Headquarters Bldg 2nd Floor Conference, Hagatna

**Friday July 27th (8:30am-11:00am)**  
**\*QuickBooks: Setting Up Inventory\***  
 Presented by Guam SBDC  
 Fee: \$50 per person; Location: UOG Guam SBDC Room #148 Leon Guerrero SBPA Building

**Tuesday July 31th (8:30am-11:00am)**  
**\*Discipline, Termination and Keeping EEOC Out of Your Office\***  
 Presented by PHRSI  
 Fee: \$30 per person; Location: Bank of Guam Headquarters Bldg 2nd Floor Conference Room, Hagatna

### SAVE A SEAT! REGISTER TODAY!

Call the Guam SBDC at 735-2590 or email Laurine Sablan at [laurine@pacificsbdc.com](mailto:laurine@pacificsbdc.com). Cash, check (payable to University of Guam) & major credit cards (AMEX, Visa, Mastercard, Diners Club & JCB) accepted.  
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# Export Assistance Now Available at GEDA

In Fiscal Year 2011, the Guam Economic Development Authority (GEDA) was awarded a grant from the U.S. Small Business Administration. The grant, authorized by the Small Business Jobs Act of 2010, is a 3-year trade and export promotion pilot to assist eligible small business concerns. The State Trade and Export Promotions (STEP) Grant Program, in conjunction with President Obama's National Export Initiative which seeks to double U.S. exports in the next five years, is designed to increase the number of small businesses that are exporting and to increase the value of exports



for those small businesses that are currently exporting.

On March 27, 2012, the U.S. Small Business Administration announced the second round of grants under the State Trade and Export Promotion Program. GEDA will be applying for Year 2 of the STEP Grant Program to continue assisting small eligible businesses in the development and expansion of Guam's export products and services into foreign markets.

Programs Purpose: Funding from the Guam STEP Grant will empower the program to provide key services tailored to support small eligible businesses seeking to participate in for-



foreign trade missions, exhibits, and market sales trips. These endeavors will enable small firms to meet personally with foreign government representatives and decision-makers to establish potential network connections and trade routes, as well as facilitate website translations, business design for international marketing products or campaigns, participation in educational seminars and export training activities, and a range of services to assist Guam's eligible small businesses interested in

increasing their export sales.

#### Who can participate?

All Guam companies that meet the SBA definition of a small business must be in business for no less than a one-year period, operating profitably in the U.S., demonstrate an understanding of the costs associated with exporting and doing business with foreign purchasers, and have a strategic plan to export their products or services are eligible.

#### What will it cost me?

Participation in the program is free to all eligible companies

#### How will I benefit?

GEDA will work with each company to design an action



plan to support their specific needs related to increasing exports. Free consulting and other services will be available as well as assistance with the cost fee-based programs.

#### How do I apply?

For more information on the STEP Grant, please contact the Guam Economic Development Authority at (671) 647-4332 or Industry Development Specialist, Natalia Faculo via email at [nfaculo@investguam.com](mailto:nfaculo@investguam.com)

*\*Funded in part through a grant award with the U.S. Small Business Administration*

## IFIT: A Woodcarving Legacy

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purchase carving equipment that could assist us in producing twice as many products in a timely manner.

The loan application process is time-intensive because lenders require detailed and credible information so they can make informed decisions when reviewing the loan request. Robert Jr. and Tanya Taitano sought the assistance of the Guam Small Business Development Center to assist them in preparing their business plan. Tanya said,

Denise Mendiola-Hertslet from the Guam SBDC and Gloria Molo from GEDA have helped us tremendously in preparing and finalizing our business plan packet. They also helped us in understanding the business and financial concepts.

The start-up process can be a bit challenging and frustrating at times. According to Robert Jr.,

There were many things we had to learn in starting our business. It was very difficult because we had minimal business experience, but we learned something new each and every day. Sometimes, an entrepreneur's



biggest challenge in business is rapid growth. Our biggest challenges were producing more products at one time. We had to make enough products to fill up our store in Andersen. It seems like customers buy faster than we can produce at times. We worked twice as much for the first two months until everything started moving smoothly.

Through all the ups and downs

the owners continue to experience in their business, they still manage to keep their positive attitudes and are always willing to learn more. Robert Jr. said, We are grateful that we accomplished our goals in creating high quality products for our store and we were still able to complete special orders on time during a small period of time. We are very happy to see our customer's

reaction when they see our products. It gives us motivation to be creative and to produce more!

The IFIT Shop plans to be around for many more years. As with any business, they have short-term and long-term goals.

Our short term plans for the business are to gain more customers and keep our loyal customers coming back with satisfaction. We plan on expanding to

the NEX to make it convenient for our customers who live in the Southern area. Our long term plans for our business are to add shipping and also expand by creating a website so we can sell our products online for our customers living around the world.

When asked what advice they would give to other aspiring entrepreneurs, Robert Jr. and Tanya Taitano said, You would need to make sure that you put a lot of effort into your business to make it work. It takes a lot of dedication and hard work. You would need to make sure that your business is something you enjoy doing. You definitely need to look at your financial situation if there are enough funds to start up your business because the start-up cost can be a challenge. And, you would definitely need to have some business management and accounting experience to run your business smoothly.

*For more information about the UOG Guam Small Business Development Center, call (671) 735-2590 or visit [www.pacificsbdc.com](http://www.pacificsbdc.com)*



# GUAM SBDC Microcredit Training Graduates

**By Denise Hertslet, WIB Program Coordinator/Guam SBDC Senior Business Counselor**

On May 2, 2012, seven dedicated ladies completed the 15-week Guam SBDC Microcredit Training Program and received certificates of graduation. The training

included business plan development, marketing, management and financial planning. In addition, the participants learned about team building, professionalism, and goal-setting. The women completed a micro-business plan and now qualify for micro-loans with the Pacific Islands Microcredit Institute.



Standing left to right: Grace Magiletil, Violeta Manahan; Jessica Wochner, Kandis Sather; Denise Mendiola-Hertslet, Guam SBDC Senior Business Counselor and Bank of Guam Women in Business Program Coordinator; Julia Heacock; Lorraine Shiroma; and Holly Rustick"

"Seated from left to right: Frank Toves, Guam SBDC Microcredit Trainer and Business Counselor; Marie Mesa, Pacific Islands Microcredit Institute President; Casey Jeszenka, Pacific Islands Small Business Development Center Network Director.



## CNMI-SBDC Director earns "Export and Trade Counseling Certification"

**By CNMI SBDC**

Commonwealth of the Northern Marianas Islands-Saipan, December 2011 - Ralph N. Yumul, Director/Business Counselor, CNMI Small Business Development Center recently earned his certification as an Export and Trade Counselor for small businesses from the U.S. Small Business Administration (SBA) and Trade Promotion Coordinating Committee (TPCC).

During the recent CNMI-SBDC Office center review last week by Casey Jeszenka, Director of the Pacific Islands Small Business Development Center Network (PISBDCN), Mr. Yumul received an unexpected surprise when he was presented with the official award of certification at the office of the Secretary of Commerce.

Department of Commerce is the responsible host agency for the CNMI-SBDC Office. Late last year, in anticipating the need for exporting guidance in the CNMI, I went online with the help and guidance of Casey Jeszenka and the PISBDCN to go through the online-training modules on export.



Casey Jeszenka (left), Ralph Yumul (center), Sixto K. Igisomar (right)

This certificate award is a surprise and it definitely is a necessary boost for me to go out there and get more people, prospects, and clients for this office. I truly dedicate this to the people of the CNMI and for them to know that we are here and that our doors are open.

— stated Director Yumul.

During the visit, Secretary of Commerce Sixto K. Igisomar affirmed Mr. Jeszenka that the CNMI needs this (SBDC) office and that Commerce is committed to maintain the relationship with PISBDCN and most especially the

local partners who are contributing to the performance of the local office. Other supporting partners who have assisted the local SBDC office for training, workshops, and networking includes the Saipan Chamber of Commerce, NMC, NMTI, Tinian Chamber of Commerce, Tinian Mayor's Office, and the Rota Mayor's Office.

The CNMI Small Business Development Center is your resource for expert business advising, management training and market research. SBDC offer one-on-one technical assistance at no charge to make sure you have the information you need to make the decisions that are right for you and your company. All entrepreneurs or those that have an inkling or liking to business, or are just curious, should visit the center (CNMI-SBDC Office) on Capitol Hill and see the kind of business resources we can help you with, says Yumul. In addition to the current services provided by the local SBDC office on How to Start a Business, How to Write a Business Plan, and so on, the center can now provide the following services with the

new certification under Director Yumul:

- ▲ Evaluation of the export potential of the business
  - ▲ Determination of the critical success factors for export
  - ▲ Development of a project brief to engage in export planning
  - ▲ Provide a plan for getting ready for export
  - ▲ Support you with the implementation of your Export Ready plan
- The Small Business Development Center (SBDC) is a technical assistance arm of the U.S. Small Business Administration (SBA), through a partnership program of the University of Guam (UOG) PISBDCN and the SBA. The CNMI SBDC Service Center is partially funded by local funds — including annual contribution from CDA, along with matching funds by the UOG PISBDCN through SBA grant funding they receive. SBA's funding is not an endorsement of any products, opinions, or services. SBA funded programs are extended to the public on a non-discriminatory basis.

For more information, please contact Mr. Ralph Yumul, at (670) 664-3018, or email: ralph@pacificsbdc.com.

## CNMI SBDC Training Schedule

The CNMI Small Business Development Center, in partnership with the Saipan Chamber of Commerce,

Presents FREE Workshops:  
**HOW TO START A BUSINESS**  
May 22, 2012

June 18, 2012

**HOW TO WRITE A BUSINESS PLAN**  
May 23, 2012  
June 19, 2012

**HOW TO APPLY FOR A BANK LOAN**  
May 24, 2012

June 20, 2012

**Saipan Chamber of Commerce**  
9:00-11:00AM  
1st Floor Familia Building, Garapan  
Tel: (670) 233-7150  
Fax: (670) 233-7151

Deadline for Pre-Registration is 12:00pm, one day before workshop. For more information contact Ralph or Linda at 664-3018. Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.

The CNMI Small Business Development Center is partially funded

by a cooperative agreement with the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. All SBA funded programs are extended to the public on a nondiscriminatory basis.



# Training Ends As Competition Begins for Aspiring Youths in Yap

By Yap SBDC

YYES! YYES! YYES! was the rejoicing sound that filled the Yap SBDC training room that 20th day of April when the remaining dedicated young entrepreneurs were awarded their certificates for having completed the second annual Youth Business Plan Training and Competition for 2012 sponsored by your Yap Small Business Development Center (SBDC).

YYES!, short for Yap Youth Entrepreneurial Society, was also the name that this talented group from different walks of life between the

ages of 16 — 26 gave themselves. YYES! was also their registered business name during the two-day 2012 Yap Day annual festival on March 1st and 2nd when they showcased and sold for profit their own creative inventions, lovely hand-crafts, and other products donated to them by friends, businesses, and other supporters from the local community. This hands-on training allowed the young entrepreneurs to put to work business basics and business planning skills they earlier learned in the classroom part of the training.

The 2012 Yap Youth Business Plan Training and Competition is still ongoing as the competition phase is due to come to a closure at the end of April. Those who decided to join in

the competition will present before a panel of judges their winning business plans for the grand prize of \$2,000 for business start-up costs, and three years free space rental at the Yap SBDC building.

This Yap SBDC program was first launched in 2009 by the Yap SBDC in partnership with the Japan International Cooperation Agency (JICA). This year the Yap SBDC continued the program with the same aim of bringing together some of the best and brightest in Yap to develop their entrepreneurial skills for continued economic development in Yap.

For more information about the annual Youth Business Plan Training and Competition, please contact your Yap SBDC center at 350-4801/02.

The Yap SBDC staff thanks and congratulates all that took part and completed the program this year:

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Janice T. Fanaglibuw  
Javez T. Mooteb  
Julio Tamag  
Luvinia C.G. Sulog  
MaryMaddlynn R. Gamachuu  
Octavia Pong  
Percy K. Rasug  
Priscilla M. Mangarfir  
Queen G. Gorong  
Robert Gorongfich  
Samantha R. Manangyen  
Shawntrish O. Lukan



## Yap SBDC Training Schedule

Month	Workshop Title	Facilitator	Time
May 23	Profit & Loss Statement	Mike	9 am to 12 noon
May 25	Accounting Equation	Monica	9 am to 12 noon
June 1	Accounting Equation	Monica	9 am to 12 noon
June 12	Accounting 101 - Part 1	Monica	9 am to 12 noon
June 14	Accounting 101 - Part 2	Monica	9 am to 12 noon
June 19	Cash Flow	Mike	1:30 to 4:30 pm
June 26	Chart of Acct. and Double Entry, Part 1	Monica	9 am to 12 noon
June 28	Chart of Acct. and Double Entry, Part 2	Monica	9 am to 12 noon
July 10	Chart of Acct. and Double Entry, Part 1	Monica	9 am to 12 noon
July 12	Chart of Acct. and Double Entry, Part 2	Monica	9 am to 12 noon
July 17	Balance sheet	Mike	9 am to 12 noon
July 30	Business Planning	James	9 am to 12 noon
Aug. 3	Financial Literacy	James	9 am to 12 noon
Aug. 14	Profit & Loss Statement	Mike	9 am to 12 noon
Aug. 15	Cash Flow	Mike	9 am to 12 noon
Aug. 16	Balance Sheet	Mike	9 am to 12 noon
Aug. 21	Tracking Business Assets	Monica	1:30 to 4:30 pm
Aug. 28	Micro Plan as a Management Tool	James	9 am to 12 noon

Workshops listed above will be offered to business owners and potential business owners during the months of May to August 2012. For more information, please contact the Yap SBDC @ telephone numbers (691)-350-4801/4802 or at email address ysbdc@mail.fm Seating is limited to 25 participants per session. Schedule is subject to change without prior notice.

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



# Palau Youths Engage in Entrepreneurship

**By Lisa Abraham**  
Palau SBDC  
Director/Counselor

The Palau Government, Ministry of Public Infrastructure, Industries, and Commerce (MPIIC), Palau Small Business Development Centre (Palau SBDC), and the United Nations Development Programme (UNDP) launch the Young Entrepreneurship Solutions (YES) action plan.

Through the theme, *Planting the Seed of Entrepreneurship* the Young Entrepreneurs Solution action plan, seeks to encourage the development of a dynamic business community in the young generation. It also reduces the costs associated with youth unemployment and in-turn minimizes youth social conflict and segregation, by helping them achieve economic independence to help improve their self-esteem. His Excellency, President of the Republic of Palau Government Johnson Toribiong said "There is no shortcut to success, but only hard work and commitment to gain access to capital to become a successful Entrepreneur."

With funding and technical assistance from UNDP and Palau SBDC, this initiative comprises of business plan



training and contest for youths in the country. These youths, who are high school graduates between the ages of 18 and 35, possess genuine aspirations to learn new business skills and strategies with the intentions to improve performances in the business community. Young, well-trained and dynamic private sector is the way of the future and this initiative will contribute to on-going and future efforts in this direction, said Ahmed Moustafa, MDG Team

Leader.

The project, which has been in the planning stages for some time will commence training with participants engaging in 40 hours of classroom training. These are divided into 2-3 hours a day for over a period of 3 weeks, and will include presentations from commercial lenders such as National Development Bank of Palau, Bank of Guam and Bank Pacific. This will also include attending monthly meetings with the Palau

Chamber of Commerce.

Further to these training attachments for participants are assigned by mentors as they seek to link classroom based training to businesses. Kenny Reklai, the President of Koror State Youth Council said that "The YES program came on perfect timing as youths are very much interested in business sectors. These business programs will be very beneficial to them."

This YES action plan-PHASE 1, is scheduled to

conclude in July of this year. It will achieve the following outcomes; Development of individual business plans, improved business skills and understanding of personal skills, preference, and abilities, also eventual launching of business enterprise.

For further details please contact: Mahezabeen Khan, MDG Programme Associate on [Mahezabeen.khan@undp.org](mailto:Mahezabeen.khan@undp.org); or Lisa K. Abraham, Palau SBDC on [palausbdc@palaunet.com](mailto:palausbdc@palaunet.com).

## Palau SBDC Training Announcement

*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](mailto:lees@pacificsbdc.com) or [palausbdc@palaunet.com](mailto:palausbdc@palaunet.com) for more details. Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please call Palau SBDC at (680)587-6004. Services are extended to the public on a non-discriminatory basis.*



# Do You Need More Effective Inventory Control?

Inventory is generally one of the most tangible and visible aspects of owning a small business. Raw materials, materials in process or finished goods represent inventory. Merchandise stock is a major portion of your investment in the business. Your inventory must be well managed to maximize profits. Uncontrolled inventories are inefficient and costly. Old goods often have to be discarded, which represents unrecovered expenses. Inventories that have too many products in one category often result in a surplus of hard-to-sell items that result in deep discounting. Such discounts can often eliminate profit on the item.

You want to maintain enough inventories to meet demand prevent product aging and avoid under-performing products in the industry.

Inventory management is difficult. There are tangible expenses associated with carrying an inventory that extend beyond the direct costs of purchasing an inventory. Storage, insurance, taxes and staff time to manage an inventory all tie up cash the business would otherwise have for other operating expenses or profits. Small reduction in an inventory investment may result in large changes in the firm's cash position. However, the small business owner must balance

the need to control inventory size with the desire to maintain an assortment of products that can be purchased in sufficient volume to earn purchasing discounts. A varied assortment of products should be maintained in order to meet the demand of today's customer, who likes a choice of products within any given product category. When possible make volume purchases of popular goods to obtain low prices, but avoid overbuying.

Take time to measure the average turnover rate of your inventory. This simple measure tells the business owner how many times annually inventory

turns over. Generally expressed in dollars, it is total sales divided by the average amount of inventory. This measure offers a rough guide by which to set goals and measure performance. To determine whether a particular rate is above or below what it should be for your business type, consult your trade association or other industry sources for comparative data. Also evaluate the composition of your inventory. You may have low ticket, high turnover items, as well as high-ticket items, which you sell in a smaller quantity but at higher prices.

The effective business owner will have a continuing record of what is in stock and a method

for checking items moving in and out of stock. If recorded consistently, the owner will know at any given time the total inventory for the business and how long each item has been in stock. With computerized record keeping this should become a routine business task. Inventory is a resource to be managed to effectively fulfill consumer demand and generate sales for the business.

For more information about inventory management, please contact the Chuuk Small Business Development Center at (691)330-5846 or email [ketsen@pacificsbdc.com](mailto:ketsen@pacificsbdc.com)

## Chuuk SBDC Training Schedule

### June

Monday-06/04/1012  
Business Plan  
Time: 9:00 — 11:00am

Tuesday-06/05/1012  
Financial Statements  
Time: 9:00 — 11:00am

Wednesday-06/05/1012  
Record Keeping  
Time: 9:00 — 11:00am

Thursday-06/06/1012  
Financial Plan  
Time: 9:00 — 11:00am

### July

Monday-07/09/1012  
Basic Computer 1  
Time: 9:00 — 11:00 am

Tuesday-07/10/12  
Basic Computer 11  
Time: 9:00 — 11:00 am

Wednesday-07/11/12  
Excel  
Time: 9:00 — 11:00 am

Thursday-07/12/12  
Doing Financial Projections using Excel  
Time: 9:00 — 11:00 am

### August

Monday-08/13/12  
Principals of Account  
9:00am-11:00am

Tuesday-08/14/12  
Business Diversity  
9:00am-11:00am

Wednesday-08/15/12  
Customer Services  
9:00am-11:00am

*The CHUUK Small Business Development Center (SBDC) trainings are open to all qualified small business owners, managers and key/personnel and individuals planning to open or thinking about opening small business ventures. Trainings are offered at NO CHARGE (FREE). Workshops are held at the Chuuk SBDC located directly across the Shigeto's Store.*

*For a list of the upcoming trainings, please call the Chuuk SBDC at (691)330-5846 or email [cassandra@pacificsbdc.com](mailto:cassandra@pacificsbdc.com), [ketsen@pacificsbdc.com](mailto:ketsen@pacificsbdc.com) or [fritz@pacificsbdc.com](mailto:fritz@pacificsbdc.com). Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please contact the SBDC at (691)330-5846. Services are extended to the public on a non-discriminatory basis.*



## Kosrae SBDC Training announcement

All workshops are open to all qualified small business owners, managers, key personnel and individuals planning considering to start and/or expand their small business venture. All workshops are FREE. For more information, please contact the Kosrae SBDC at (691)370-2751. Interested individuals may also submit a web request at [www.pacificsbdc.com](http://www.pacificsbdc.com) or send an email message to [ksbdc@pacificsbdc.com](mailto:ksbdc@pacificsbdc.com). Requests for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please call Skiller Jackson (Kosrae SBDC Director) at (691) 370-2751. Services are extended to the public on a non-discriminatory basis.



# MJ Small Store & Video Rental Opens for Business

By RMI SBDC

SBDC Interview with the Melina Store's Owner:

## 1. Please tell us about yourself and your family?

My name is Tearmen Jerwan. Born and raised on Ebeye, Kwajalein Atoll. A few years ago, I started my own small business that operated with two types of business activities. One of which, is becoming involved with the selling of imported items. The second dealt with the selling of video cassettes.

## 2. Why did you decide to start your own business?

As more and more people from other islands and atolls throughout the Marshall Islands migrate into Ebeye in search for better education for their kids and also to look for job opportunities offered by both business and government agencies including the U.S. Military Base in the main island of Kwajalein Atoll. So then I saw an opportunity to develop a very successful business.

## 3. What experiences do you have in this type of business?

When I was a young girl I used to help my family with the daily operating activities of our small store. By doing



this, it gave me great business managing experiences and skills. I always dreamt of one day using these abilities to run my very own successful business.

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

Small Business Development Center assisted me with business counseling and provided me with a wide variety of information. Small Business Development Center helped to formulate my business plan and assisted me with the proper set up of all necessary accounting and balance sheets. They were also very actively involved in funding solutions. This gave me privilege to get

funding from the Bank of Marshall Islands through its Micro Loan Program to buy more items to meet and support the needs of the people of Ebeye community including other people residing in the nearby communities.

## 5. What was the start-up process like?

When I first had my initial business start up process, it was hard since I could not find funding assistance from any banks, otherwise I had to utilize my own funds and resources to get the business started up.

## 6. How did you fund your business?

The business initially funded on its own, but then I needed more funds for the purpose of having my business expanded and improved. The RMI SBDC then assisted me with all the necessary information that enabled me to get a business expansion loan through the Micro Credit Loan Program being offered by the Bank of the Marshall Islands (BOMI).

## 7. What were some of the biggest challenges you experienced in the start-up process?

Having to start-up the business with my own funds as

well as to purchase items from wholesalers in Ebeye made it very difficult. With Ebeye's prices much higher than the wholesales elsewhere made it much harder to find my way up to where I am today. But with hard work and commitments, I was able to become successful.

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

The most memorable triumph in my start up was when the business started improving after about a year and half since its initial establishment. I was so excited and thrilled after been notified by BOMI-Ebeye Branch Office that my loan has been approved. The loan and the equity will be utilized towards purchasing more items for the small store and the video rental as well.

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

My short-term plan is to make sure that the company's loan will be fully paid within the time frame been set forward to follow accordingly. For the long-term plan, I want to continue to work towards providing dependable and affordable service to all my clients/customers

in Ebeye community including those in the nearby communities.

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

As long as you have confidence and believe in yourself you can start up your own small business and manage it to become a successful one. I do want to encourage all who want to get into business to work with your entities like RMI Small Business Development Center to ensure that it is a viable business and the numbers are there.

To learn more about the RMI SBDC's programs and services call (652) 625-3685 or visit website: [www.pacificsbdc.com](http://www.pacificsbdc.com).

The RMI SBDC is a member of the University of Guam's Pacific Islands Small Business Development Center Network (PISBDCN). The PISBDCN's mission is to support the growth and economic development of the U.S. affiliated islands in the western Pacific region by providing training and one-on-one counseling to existing and small business startups.

## RMI SBDC Training Announcement

The RMI Small Business Development Center (SBDC) trainings are open to all qualified small business owners, managers and key/personnel and individuals planning to open or thinking about opening small business ventures. All workshops are Free of Charge. Individuals interested in attending the workshops may call the RMI SBDC at (692) 625-3685 or email Leeno @ [leeno@pacificsbdc.com](mailto:leeno@pacificsbdc.com).

Request for reasonable accommodations for persons with disabilities must be made 72 hours in advance. For arrangements, please contact the RMI SBDC at (692) 625-3685 or email Leeno @ [leeno@pacificsbdc.com](mailto:leeno@pacificsbdc.com). Services are extended to the public on a non-discriminatory basis.

