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Calling small business owners: "Are you interested in networking?"

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

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Part time hobby becomes full time business

By: RMI SBDC Staff

What started out as a part time job will now become a full time business for one avid fisherman. Mr. Robin Reimers wanted to expand and increase his part time revenue from the sales of his catch so he sought the assistance of the RMI Small Business Development Center (RMI SBDC). After hearing about the MicroFinance Loan available through the Bank of the Marshall Islands (BOMI), he decided to apply for funding so that he could hire an additional fisherman and expand his fishing business.

After visiting the BOMI he was referred to the RMI SBDC for assistance in completing the required loan package which included the business plan and financial projections. The RMI SBDC Director, Mr. Anel Philimon, provided Mr. Reimers with hours of busi-

See Full time. Page 9



Above: Robin Reimers was able to expand his fishing business with the help of the RMI SBDC.

The Lemai Café opens in Maite

By: Denise Mendiola Hertslet, Guam SBDC

It all started with a passion for plants and flowers and a dream to cook traditional and tasty food for friends and family. Three friends, husband and wife team Paul and Arlene Bordallo and friend Sally Aquino got together and figured out how to get the best of both worlds. With a lot of hard work and planning, Nana's Nursery and The Lemai Café became a reality. Before they started clearing and developing the property owned by Paul and Arlene Bordallo, the business partners began meeting and created a plan of action, fully supported by Arlene's husband, Paul.

Arlene and Sally visited the Guam Small Business Development Center and met with business counselor and Bank of Guam Women in Business program coordinator, Denise Mendiola Hertslet to discuss their business ideas. Ms. Hertslet went over the business start-up process and provided business plan materials and resources that the business partners were able to



Above: The Lemai Café features pleasant surroundings for diners.

use as a guide. After several months, they began renovating the property and opened Nana's Nursery that featured plants, flowers and landscaping material. Earlier this year, the partners

began construction on The Lemai Café, designed to provide traditional food in an open-air environment and

Experience pays off-dreams do come TRUE!

By: Rodney Webb, Guam SBDC

Mr. Kevin Galvez worked in the pawnshop industry for almost seven years, starting out as an appraiser in 2000. Over that period of time, he took the opportunity to learn as much as he could from his work experience. In particular, he gained knowledge of how to distinguish authentic jewelry and watches from imitations, and he also became a specialist in the latest trends in consumer technology.

In the latter part of 2003, Mr. Galvez decided to pursue a B.A in Business Administration with a concentration in Marketing at the University of Guam. Due to his full load of classes, Mr. Galvez decided to reduce his work hours and continued to work part-time until his graduation in 2006.

Kevin has long recognized the need for additional pawnshops to serve Guam. This awareness, combined with the knowledge gained from school and his industry experience, prompted Kevin to consider starting his own business.

Kevin met with Rodney Webb, a Guam Small Business Development Center Business (SBDC) Counselor, in



Above: Kevin Galvez, owner of Island Pawn Shop.

February 2007. They met weekly for 5 weeks to develop a sound business plan. This continued until it was completed. He subsequently obtained a \$75,000 loan from the Government of Guam Federal Credit Union. Towards the end of the 2007 year Kevin realized his dream of owning his own busi-

ness and opened as the sole proprietor of Island Pawn Shop (IPS). Today the IPS continues to operate. IPS provides loans in exchange for customer owned merchandise that has value. Loan's offered for acceptable collateral range from a minimum of \$5 to \$15,000. Customers can buy back their items by repaying the loan amount plus interest. According to Kevin, the keys to success in this industry include providing high but practical price appraisals for customer's merchandise. Kevin is also very much aware of the need to keep up to date with current technology and be aware of the potential for a rapid change in value of certain merchandise (especially electronics and technology items).

IPS will allow customers to obtain quick loans for small amounts without the need of credit checks or lengthy paperwork, and customers don't have to worry about falling into long-term debt. The main items that Pawnshops will accept as collateral for a loan or for sale are jewelry (primarily gold), personal computers and laptops, musical instruments, game consoles and games, TV's, watches, portable DVD

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Island Business Link - Biz 2 Biz

By: Rodney Webb, Guam SBDC

In July 2008 Mr. Matthew (Matt) Garcia, an MBA student at the Harvard Business School and an Island Fellow, was assigned by US Department of Interior - Office of Insular Affairs (OIA) to introduce a new and exciting business development tool to Guam: www.islandbusinesslink.com. An agreement was executed by OIA appointing the Pacific Small Business Development Center Network/Guam SBDC as the coordinating agency for the visit and the related computer-based training program.

Initially, representatives from industry umbrella organizations and key government agencies were invited to the Island Business Link (IBL) presentations, including the Guam Chamber of Commerce Small Business Committee, Chinese Chamber of Commerce, Guam Hotel and Restaurant Association, Guam Visitor's Bureau, Guam Contractor's Association/Guam Trades



Above: The Island Business Link website, at www.island-businesslink.com.

Academy, Office of the Governor, Guam Economic Development and Commerce Authority, Guam Department of Labor, University of Guam, Guam Community College, Port Authority of Guam, Guam International Airport Authority, US Small Business Administration - Guam Branch, and the Guam procurement offices of the U.S. Department of Defense. Invitations were then extended to interested individual business people and the general public.

Ultimately, 5 training workshops were conducted Matt Garcia from June 24 to July 3, 2008. A total of 45 people attended 4 workshops at the Guam SBDC, and around 20

people attended a workshop at the Guam Visitors Bureau (GVB) to introduce the website to interested GVB members.

Island Business Link (IBL) www.islandbusinesslink.com is a web based business-to-business (B2B) networking tool. It has been developed to facilitate business links in the U.S. Territories and Freely Associated States, and to promote ongoing private sector business development.

IBL allows island business owners to post business opportunities on the Island Business Link website. Entrepreneurs and potential business partners can then make connections by simply clicking a button.

IBL was established in response to feedback received from the last two US Department of the Interior - Office of Insular Affairs (OIA) sponsored "Conference(s) on Business Opportunities in the Islands" and is modeled on the business-to-business (B2B) meetings that were held at these conferences.

IBL is membership based website that is managed by

OIA. To become a member, a business person must read and accept the Terms of Use Agreement (compliance will be monitored by OIA). There are three membership types:

Island Member - A business person located in one or more of the U.S. Insular Areas. If a person currently resides outside of the Insular Areas but has a business or investment opportunity in one of the Insular Areas, that person will register as an Island Business.

Partner Member - An individual who owns a business outside the U.S. Insular Areas who is interested in learning about business opportunities in the islands with the potential goal of partnering with Island Members and/or investing in business opportunities in the islands.

Government/Resource Member - A representative of a local, state, national, or federal government agency, such as a local procurement or economic development office. A Resource Member may be a business support

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Pacific Business Partners
Officers, Staff and Board Members



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Building mutual trust

By Ken Lujan, SBA
Guam Branch Manager

In 1990, Cong Lin Wu established a wholesale company, JJQ Trading International Co. Ltd (JJQ), which distributes a variety of goods including daily convenience items, dried and canned foods, cooking oils, salt, sauces, vinegars, soft drinks, beer, wine, etc. Their customers vary from hotels, small and larger grocery stores, local government, military, and educational institutions.

Originally from Shanghai, Mr. Wu came to Guam in 1984 to manage an existing wholesale business, Chinese Merchants Company. Shortly after its closure, he decided



JJQ Trading: Cong Lin Wu photographed with goods available through his company, JJQ Trading International Co. Ltd.

to open his own wholesale operation. While on Guam, he learned to cope with the conditions of living on an island. He experienced what

other small businesses typically experienced on a tropical island... typhoons. During this period of development, JJQ received two SBA

disaster loans with the most recent loan coming from the devastating affects created by Typhoon Pongsona. The SBA Disaster Loan in the amount of \$379,000 provided assistance in repairing the business and acquiring needed inventory, which was lost from the storm, to keep its clients afloat in their business operations.

Over the years, JJQ increased and improved its distribution list of product lines and became the sole distributor of many brand name products which include TS Brand Sugar, Chin Chin Superbrand drinks, Hello Boss Iced coffee from Taiwan, China's No.1

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Calling Small Business Owners!

Are you interested in networking with other small business owners? Would you like to discuss topics related to small business issues on Guam? The first "Small Business Network Group" meeting will be coming up soon!

For more information, contact Barbara McCarron at 637-7630 or tsoap@ite.net.

Experience: IPS offers variety of services

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players, digital and video cameras, and tools.

Customers are also given the option to sell their merchandise outright to IPS.

IPS also re-sells used merchandise that was either purchased outright or acquired due to default by the previous owner. This makes IPS a consumer store where customers can

find great bargains for used merchandise that are typically sold well below comparable retail prices.

IPS is located on Marine Drive across from the East-West Center, and proprietor Kevin Galvez looks forward to assisting you with any of his services.

The Guam SBDC is a member of the Pacific Islands Small Business Development Center Network whose mission is

to support the growth and economic development of the US affiliated islands in the western pacific region by providing high quality training and one-on-one confidential counseling to existing small businesses and to small business start-ups. For more information, please contact the Guam SBDC at (671)735-2590 or visit the web at www.pacificsbdc.com

Island: Several features open to IBL members

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organization, a non-profit business or a non-governmental organization.

All IBL Members may describe their business and or interests in doing business with other members in their profile; view other member's information; contact other members directly via email; update their members profile and business opportunity as appropriate; seek help from OIA if any problems arise in the use of the website; and

access the website for free any time of the day or night.

For further information, or to request additional presentations of the Island Business Link program, please contact Lorie Sablan at the Guam SBDC at 735-2590 or laurine@pacificsbdc.com. The Pacific Islands Small Business Development Center Network is a program supported by the U.S. Small Business Administration (SBA) under a cooperative agreement. SBA does not endorse any products, opinions, or services of any external parties or activities.

Guam SBDC Training Schedule

AUGUST 2008

Friday, August 22nd (9:00am-11:30am)

"GUERRILLA MARKETING"

Presented By Guam SBDC

Fee: \$20 per person

Friday, August 29th (9:00am-11:30am)

"HOW TO GET A BUSINESS LOAN"

Presented By Guam SBDC

Fee: \$20 per person

OCTOBER 2008

Friday, October 3rd (9:00am-11:30am)

"How to Start A Business"

Presented By Guam SBDC

Fee: \$20 per person

Saturday, October 4rd (9:00am-1:30pm)

"Introduction to Micro-Credit"

Presented By Guam SBDC

Fee: \$20 per person

Friday, October 10th (9:00am-11:30am)

"How to Write a Business Plan"

Presented by Guam SBDC:

Fee: Free

Friday, October 17th (9:00am-12:00pm)

"Double Entry Bookkeeping using Excel (Part I of 2)"

Presented by Guam SBDC:

Fee: \$25 per person

Saturday, October 18th (9:00am-12:00pm)

"Double Entry Bookkeeping using QuickBooks (Part 2 of 2)"

Presented by Guam SBDC: This session is offered only to those who attended Part I of II, "Double Entry Bookkeeping Using Excel".

Fee: \$25 per person

Friday, October 24th (9:00am-11:30am)

"How to Market your Business - The Basics"

Presented by Guam SBDC

Fee: \$20 per person



NOVEMBER 2008

Friday, November 7th (9:00am-11:30am)

"How to Start A Business"

Presented By Guam SBDC

Fee: \$20 per person

Friday, November 14th (9:00am-11:30am)

"How to Write a Business Plan"

Presented by Guam SBDC

Fee: \$20 per person

Friday, November 21st (9:00am-11:30am)

"How to Get a Business Loan"

Presented by Guam SBDC

Fee: \$20 per person

Friday, November 28th (9:00am-11:30am)

"How to Prepare a Marketing Plan"

Presented by Guam SBDC

Fee: \$20 per person

DECEMBER 2008

Friday, December 12th (9:00am-11:30am)

"How to Manage a Business"

Presented by Guam SBDC:

Fee: \$20 per person

All workshops will be conducted at the SBDC #148 Jesus & Eugenia Leon Guerrero School of Business & Public Administration Building on the campus of the University of Guam. Advance sign up and payment required at least 3 days prior to workshop date. Individuals interested in attending the workshop should contact Lorie Sablan at 735-2590 or email laurine@pacificsbdc.com. Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.



Island Business Link Training Workshop-A Step Forward for the Kosrae Business Community

By Kosrae SBDC

One of the potential barriers which continue to impede opportunity for island businesses in Kosrae to actively seek participation in global trade relation and commercial development involve remoteness in the island's geographical position away from the main global trading markets. Adequate access of local business people to promote business opportunities to interested global investors from different business industries will remain as a cornerstone to improve future investment opportunity in our continuing quest for a strong and vibrant private sector lead economy.

In July 2008, an agreement was executed by the United States Department of Interior Office of Insular Affairs (OIA) appointing the Pacific Small Business Development Center Network and its Service Centers as the coordinating agency for the visit and the related computer-based training program. The



Above: Ms. Kelly Meksa (DOI OIA Rep), Senator Gibson T. Siba (owner of T.E. Block Plant and Equipment Rental) and Skiller Jackson Kosrae SBDC Director (Island Link System Trainer) go on the Island Business Link.

Kosrae Small Business Development Center coordinated the Island Fellow Program working in close collaboration with Kosrae State Government and the Kosrae Chamber of Commerce. Miss Kelly, Miksa, a Master's of Business Administration student from

Columbia Business School, was assigned to the FSM States of Kosrae and Pohnpei to implement the Island Business Link (IBL) train the trainers training and also to interested individuals. The OIA recently designed B2B (business-to-business) software internet program "Island Business

Link". This program is primarily designed to provide the online business opportunity link and easy access of island business people and government agencies to post potential island business opportunities and business ideas to encourage outside investors to invest in the island economy. In addition, this investment tool is also designed to allow users to access to information regarding business opportunity within the Micronesian, other U.S. territories and insular possessions with regional and other international business and government partners.

Following the completion of training, the island fellow student also met with various island businesses and government agencies to help them by providing instruction on useful tips to use in creating marketable investment opportunity postings with hope to eventually lure increase in outside investors in the domestic private business sector of the economy. Interestingly, and following com-

pletion of each of the training workshops the number of postings using the "Island Business Link" system dramatically increased. This served as a good sign to show how well received it has become to the Kosrae Business Community and more so how it would prosper in the future. On the same note, offering an opportunity for participants to then recommend improvement to the current features of the system. Again as envisaged, the use of this online business investment link will allow one-on-one relation among potential investors and encourage island business people to personal meet with investors during the upcoming Business Opportunity Conference which is slated to be held in April, 2009 in Honolulu. The Kosrae extends its heartfelt appreciation for this wonderful training opportunity. For more information regarding the Island Link System training, please contact the Kosrae SBDC.

SBDC Business Workshops Uncover Great Interest



Above: Participants registering for the Kosrae SBDC Business Planning Workshop with the help of Rinson H. Edmond, Business Counselor.

By Kosrae SBDC

The Kosrae SBDC offered business training workshops on Business Planning and Marketing Fundamentals during the month of June 2008. Session #1 involved business planning and Session #2 was related to Marketing Fundamentals. Following completion of each training session, participants personally expressed their appreciation for this opportunity to participate in these workshops. Some felt they had been fiddling with business ideas in their minds and had general ideas on how to market their products but desperately needed help on puzzling the pieces together to eventually land their business in the future. Some trainees also felt that the presentation gave them the needed opportunity to explore in more detail the essential elements required to successfully transform their ideas into action. The

participants also felt that the information presented served as an "eye-opener" and provided them with tools to tailor plans to target their audiences and readers. It also helped to increase their understanding of the important elements of marketing, including but not limited to topics of marketing mix, positioning, segmentation, research, marketing research, distribution and channeling of products.

Despite the expressed motivation by the participants, they were also advised to be cautious and be more realistic about their business dreams and marketing plans and to make realistic financial projections.

With the growing interest for trainings, the Kosrae SBDC staff formalized a plan to implement similar training opportunities at the community level beginning in August 2008. This plan will also serve to increase the number of participants targeting community youth groups and women. It's

recognized that with the increase in the price of fuel some people who had initially registered to attend trainings have since cancelled to avoid the travel.

Therefore, re-implementing the outreach training to aid in reaching the SBDC prospects will definitely help the Kosrae SBDC in meeting its mission and continue to bring SBDC exposure to the Community respective of the services that are available. The Kosrae SBDC is a member of the Pacific Islands Small Business Development Center Network whose mission is to support to support the growth and economic development of the US affiliated islands in the western pacific region by providing high quality training and one-on-one confidential counseling to existing small businesses and to small business start-ups. For more information, please call Kosrae SBDC at (691)370-2751 or visit the web at www.pacificsbdc.



Kosrae SBDC Training Schedule

21-Jul
Pricing Straties & Tactics
SBDC at campus of College Of Micronesia

25-Jul
Cash Flow Analysis
SBDC at campus of College Of Micronesia

8-Aug
Business Planning
SBDC at campus of College Of Micronesia

15-Aug
Youth entrepreneurship
Utwe Municipal Office

22-Aug
Women In Business
Utwe Municipal Office

29-Aug
Youth entrepreneurship
Malem Municipal Office

12-Sep
Youth entrepreneurship
Lelu Municipal Office

19-Sep
Women In Business
Malem Municipal Office

26-Sep
Youth entrepreneurship
Tafunsak Municipal Office

For more information, please contact the Kosrae SBDC at (691)370-2751 or call the municipal offices for the outreach training to register your name. Individuals interestd in attending the scheduled workshop can also register on the web at www.pacificsbdc.com or send an email message to kbdac@mail.fm The Kosrae SBDC is a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions, or services of any external parties or activities. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

Palau SBDC hosts Marketing & Sales Workshop

Marketing opens the door to business and Sales



Above: Participants of Palau SBDC's Marketing and Sales Workshops.

By: Palau SBDC

Once again, Marketing & Sales is one of the top topics for small businesses. Hence, on May 14, 2008, one of Palau SBDC's youngest and enthusiastic resource partner in Marketing & Sales was summoned to conduct a refresher course.

The refresher course included, marketing mix, how to target your market, and ideas on where to market your product and services.

When asked to give a short brief on Marketing & Sales, Mr. Obi states, "Marketing opens the door to businesses and Sales. Without Marketing, people will not

know where you are, who you are, and what services your provide or products you sell. It is the most vital and important part of any business starting out. In other words, marketing is "the air" that businesses breath; it is what keeps it alive!"

The small group who attended the training consisted of ; members of Palau Visitors Authority Marketing Team, Belau Tourism Association, a non-profit organization, Palau National Communications Center, as well from the business community such as Computer Plus, and individuals from the community. We wish all the participants the best in busi-

ness and for any further assistance they can always contact the Palau SBDC.

The Palau SBDC mission is to support the growth and economic development of the Republic of Palau by providing high quality one-on-one confidential counseling and training as well as innovative workshops to existing and prospective small businesses. Dedicated to this mission, the SBDC embraces every opportunity to conduct outreach and provide its services to all the state in the Republic. For inquiries and more information, please contact the center at tel. #488-6004 or e-mail to lees@pacificsbdc.com or palausbdc@palaunet.com.

One Voice, One Goal, One Vision

New Group created to promote as ONE!

By: Palau SBDC

In conjunction with Bureau of Agriculture, Palau SBDC conducts training on "Business Development" to a newly formed group called, Root Crops Association. The organization consists of farmers who are directly in root crop farming for business. Similarly, consisted of members from all over Palau; some directly employed through their own farming income, some are government retirees who are still very enthusiastic and strong advocates of a self-reliant country creates its own food concept, and few are still working and farming at the same time.

"We are very proud of these groups and we will provide all needed assistance to them whenever possible. Similarly, we believe that Palau has to create its products towards self-reliance; if not financial-



Above: Participants of a Business Development training program, conducted by the Palau SBDC in conjunction with the Bureau of Agriculture.

ly, then perhaps economically through production of its own food", states Lisa K. Abraham, Director of Palau SBDC.

On the same day, following the conclusion of the training, the group also concluded their last step to finalization; final approval

and adoption of their organizational by-laws and election of their officers.

Hence, when the session completed, they were organized. Through this process, the group will function with "One Voice, with One Goal, towards One Vision", states Lisa K. Abraham, Palau

SBDC. In a joint effort with the Bureau of Agriculture, the Palau SBDC is in full force to foster the development, growth, and sustainability of Root Crops Association and similar type of non-profit organizations in support of self-reliance economy.

Dedicated to its mission, the SBDC embraces every opportunity to conduct outreach and provide its services to all the state in the Republic. For inquiries and more information, please contact the center at tel. #488-6004 or e-mail to lees@pacificsbdc.com or palausbdc@palaunet.com. The Palau SBDC mission is to support the growth and economic development of the Republic of Palau by providing high quality one-on-one confidential counseling and training as well as innovative workshops to existing and prospective small businesses.

Palau SBDC Training

All workshops are open to all qualified small business owners, managers, key personnel and individuals planning to open or thinking about starting small business ventures. The workshops will start at 6:00 pm. For location, please contact the Palau SBDC at (680)488-6004 or email: lees@pacificsbdc.com or palausbdc@palaunet.com. Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.



Cafe: Lemai serves up local favorites

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surrounded by natural foliage. The Lemai Café held its grand opening celebration on August 8, 2008 at 6:30pm, with many friends and family present. Arlene and Sally were pleased to receive an overwhelming positive response from their well-wishers.

The Lemai Café features Chamorro, Filipino and International favorites.

The Chamorro Culinary Heritage menu includes Bistek Chamorro, Eskabeche, Tinaktak and Fritada to name a few. The Vintage Filipino menu includes Bulalo (Beef Shank), Sinigang Pork or Prawns, Calderata (Beef Stew), and Tinola. The café also features meals for people on-the-go, such as Garlic Fried Chicken, Spice Rubbed Pork Chops, and Meatloaf. The Café also provides specials on Wednesdays and Fridays that include Fried Parrot Fish,

Ham Hock w/ mongo beans, Bistek Chamorro and Grilled Pork Chop. For those who are looking for a place to have a function, Lemai Café is also available for small to medium parties in the evenings.

The Lemai Café is open from 7am to 2pm, Monday to Saturday, and is located on Route 8, Maite (next to Cars Plus). For more information, call 475-6262 or fax to 475-6260.

The Bank of Guam Women in

Business program at the Guam Small Business Development, UOG, provides technical assistance to women business owners and women who want to start a business. A business counselor will assist the prospective entrepreneur through the business planning process and will also provide long term assistance to those who are already in business.

For more information about the Bank of Guam Women in Business program contact Denise Mendiola Hertslet, program coordinator, at 735-2594 or denise@pacificsbdc.com.

Trust: JJQ looks forward to growth

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Tsingtao beer, Pagoda Brand Shaoxing rice wine, Thailand's Chaokoh Brand coconut milk and drinks, Mater A-1 canned tuna from Thailand, Ko Ko brand Jasmine Rice, and Totole Brand Chicken Powder. According to Mr. Wu, "Building mutual trust is the foundation of our successful business relationships with customers as well as suppliers."

As the business grew, JJQ decided to forego leasing a building and own its office and warehouse which was purchased in 2003 through a SBA Guaranty Loan with Citizen Security Bank (CSB) in the amount of \$750,000. In addition, JJQ has acquired another SBA Guaranteed Loan in the amount of \$150,000 with CSB for a line of credit to purchase additional inventory.

They have strived to follow a commitment of serving the customers the best

way they can and with the best products they can offer. The product lines they acquired, such as Lady Liberty canned goods, mayonnaise, and cooking oils, has allowed the company to compete with other food wholesalers as well as supplement its current product lines to better serve and meet the needs of their clients.

Recently, JJQ acquired a new product line from SVA (Shanghai), which carries LCD HD Televisions, LCD Monitors and

CCTV products. They will be introducing this new product line to the market by the end of the year.

Mr. Wu spends quality time in networking and is able to attract new customers and maintain current ones based on his excellent salesmanship and customer service. He also served as President of the United Chinese Association of Guam and Board of Directors for the Chinese Chamber of Commerce of Guam.

With the pending military buildup, Mr. Wu hopes to continue to build mutual trust and form other business alliances to better serve his customers and improve relationships within the local community of Guam.

Guam Shell LiveWIRE Business Plan Competition 2008 Challenges Aspiring Young Entrepreneurs

Shell LiveWIRE is a Global Shell initiative. It began in the United Kingdom in 1982. The project has been around for over 20 years and Guam's program represents the 17th country in which it operates. The Guam program started in 2002 and is now in its 6th year of success. This program encourages participants to think through their business ideas to create a formal, documented business plan. In addition to the personal assistance received by Guam participants, young entrepreneurs between the ages of 13 through 30 will compete for cash prize awards for first, second and third place winners at the end of the competition. Shell directly contributes around \$3 Million to Shell LiveWIRE programs globally.

Shell LiveWIRE plays an invaluable community service role through the practical assistance it gives future business people - not only for their own personal success, but also for the jobs they will create and for the overall benefit to the business world.

What's in it for you?

Being your own boss, making your own decisions, being a success. It's an attractive idea, isn't it? Or is it? Could you cope with long hours, isolation, and pressure?

Guam Shell LiveWIRE can help you decide if running a business could be right for you. It will help you start to think through your business idea with the aim of creating a formal, documented business plan.

By becoming part of the Guam Shell



2007 winners: From left to right: Eka Melani, Beaudy Camacho, Zachary Damian, Amanda Paciente, Audrey Taitano & Adelle Dimalanta, Monica Cruz & Bernalyn Silverio

LiveWIRE program we can assist you in moving closer to making that final decision about starting your own business. Shell LiveWIRE does a number of things to assist, we provide:

- Assistance and guidance to organize your thoughts with a view to write a business plan (a document stating just how & why your business will work);
- Each accepted applicant with a business mentor who will maintain close contact over a three-month period while

LiveWIREs are developing their ideas and preparing their business plans.

- Each applicant will be provided a copy of the Shell LiveWIRE Business Plan Guidelines booklet;
 - Participate in Business Planning Workshops; and
 - The opportunity to win a share in \$16,000 dollars cash prize.
- Is there a cost to you?
There is NO financial cost to you. However there is the cost of your time.

To enter

Shell LiveWIRE NOW challenges Entrepreneurs between the ages of 13 through 30 in "STARTING AND ACCELERATING YOUNG BUSINESS IDEAS" Do you have what it really takes to just do it? Are you ready? Contact the Shell LiveWIRE coordinators Ms. Georgette F. Reyes at 735-2591 (Guam Small Business Development Center) or Eileen Guerrero at 647-0123 ext. 109 (Shell Guam).

AND LET'S SEE IF YOU HAVE WHAT IT TAKES TO MAKE IT HAPPEN!!!

On average you will need to spend about 10 hours per week for 12 weeks to produce a realistic and viable business plan. You must be prepared to also work with a volunteer business mentor, who is there to provide general business advice.

N & P Noni Juice Business Project Opens at Ajeltake Village

By RMI SBDC

After an extensive amount of research and planning, Nesia T. Pauliss fulfilled her dream of starting the first ever noni juice business located in Ajeltake Village of Majuro Atoll. It is reported as being one of the fastest revenue generating business in the Republic of the Marshall Islands (RMI) notably in Majuro and Ebeye. According to Nesia, this is what really encouraged her to work hard to start this business venture supported by years of research to justify that her idea is feasible.

To start, the process included travelling long distances from her primary place of residence (Ajeltake Village) to meet with the RMI Small Business Development Center to obtain technical assistance. On February 8, 2008, Nesia had her first counseling session with the SBDC to discuss her business idea and get the process started to develop a business plan to be submitted to the Bank of the Marshalls for possible financing.



Above: Neisha Paulis, owner of N & P Noni Juice Business

After completing numerous counseling sessions, Nesia's business plan was finalized and prepared for submission to the bank.

On the 8th of April, the Noni business proposal was deemed favorable for financing. Bank of the Marshall Island approved a micro credit loan for the requested amount of \$1,000. The total business valued at \$1,250 with the additional \$250 self invested. At the time of started, N & P Noni Juice Business employed two

individuals. To date, her sales have been increasing.

The RMI SBDC extends congratulation to Nesia for a job well done and for continued success.

For more information on the services available through the RMI Small Business Development Center, please contact 625-3685 or stop by the office at 1727 Lagoon Boulevard, Mako Building to schedule an appointment.

Why Small Businesses Fail

The failure rate for small business has been the subject of many myths and half-truths due to the absence of solid reliable statistical evidence. However, based upon a study of firms started in the 2nd quarter of 1998 and tracked for 16 quarters, the US Small Business Administration (Office of Advocacy) found that 66% of new businesses with employees survive at least 2 years and 44% survive at least 4 years. There appear to be 12 main reasons why small businesses fail:

1. Poor planning - The lack of a strategic business plan to help you focus on vision, mission and goals.

2. Not enough capital - Adequate startup capital should always include enough money to survive on without income while getting the business is getting started.

3. Lack of prior business experience - In either running a business or in the target industry.

4. Poor marketing - Lack of focus in planning and implementing a marketing plan.

5. Not understanding your competition - Their strengths and

weaknesses, and their likely response to your entry into the industry.

6. Poor customer service - Lack of commitment to reliable, responsive and helpful service to customers.

7. Poor record keeping and financial controls - Insufficient attention to the business cycle and to managing your cash flow (especially accounts payable and receivable).

8. Limited number of products or services - Variety and diversification serve as risk management against the ups and downs of business cycles.

9. Over-reliance on a few large customers - The loss of a single customer can cause a successful business to fail.

10. Poor time management - Lack of discipline and commitment to getting things done timely.

12. Burnout - Owning a business takes a significant investment of time, money, energy and emotion. Not balancing your business and your personal life will cause your motivation and creativity to suffer.

Full time: Reimer continues to grow

Continued from Page 1

ness counseling and training to ensure he understood the process and that the loan package was complete.

Once completed, it was then submitted to the BOMI for review and favorable approval. Within less than one week after submission,

Mr. Reimers received a call from the BOMI that his loan for \$5,350 was approved as submitted.

With this funding, Mr. Reimers' total business expansion increased to \$30,350. He will be able to purchase additional fishing equipment and supplies as well as hire another fisherman to assist and support his existing staff of 3 employees with the increase in fishing activi-

ties.

The RMI SBDC would like to wish Mr. Robin Reimers continued success and a plentiful catch.

For more information on the services available through the RMI Small Business Development Center, please contact 625-3685 or stop by the office at 1727 Lagoon Boulevard, Mako Building, to schedule an appointment.

RMI SBDC Training Schedule

August 19
Recordkeeping
10 a.m. to 12 noon

August 20
Recordkeeping
10 a.m. to 12 noon

August 20
Recordkeeping
10 a.m. to 12 noon

September 20
Recordkeeping

10 a.m. to 12 noon

September 21
Recordkeeping
10 a.m. to 12 noon

October 21
Business Plan
10 a.m. to 12 noon

October 23
Tax and Licensing
10 a.m. to 12 noon

November 24
Marketing
10 a.m. to 12 noon

November 15
Customer Service
10 a.m. to 12 noon

December 16
Financial Statement
10 a.m. to 12 noon

December 12
Business Plan Tax and Licensing

10 a.m. to 12 noon

December 13
Recordkeeping
10 a.m. to 12 noon

December 16
Financial Statement
10 a.m. to 12 noon

December 17
Marketing
10 a.m. to 12 noon

All workshops are open to all qualified small business owners, managers, key personnel and individuals planning to open or thinking about starting small business ventures. All workshops are free of charge and will be conducted at RMI SBDC located at the Marshall Islands Development Bank (MIDB) in Room 404. Space is limited; advance sign up is required to have your seat reserved. For more information, please call Leeno Aikuij at (692) 625-3685. Registration can also be done through a web request at www.pacificsbdc.com or email leeno@pacificsbdc.com. Request for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis. Please note: this training schedule is subject to change without notice.



Good Financials Lead to Positive Cash Flow

By: James E. (Jim) Denney

In preparing the training session "Introduction to Financial Statements for Business Owners/Managers", it was my intention to show that these people could never follow the Golden Rule of business without using financial statements. Years ago someone joked with me that the Golden Rule of business is "He who has the gold (cash), makes the rules." But to one man, in 1902, this was no joke and he opened the "Golden Rule Store". His idea was "to make

money and build business through serving the community with fair and honest value." The Golden Rule Store was an immediate success. "By the end of the (first) year it had sold \$28,898.11 worth of goods and showed a substantial profit." This was the first store owned and operated by James Cash Penney, yes, founder of the JC Penney stores. How did they know they had a substantial profit?

Granted, financial statements are more complicated today than they were 100 years ago. But my guess is that the Golden Rule Store recognized their profit in 1902 by reviewing the books – not just counting the cash. Furthermore, most

financial people today would agree that the JC Penney Company could not have expanded so quickly over the years without them. Today, in our world of fierce global competition, access to timely, accurate and properly structured financial statements, and the ability to read them are even more essential to business survival and growth.

Financial statements, which include the Income Statement (Profit or Loss), the Balance Sheet and Cash Flow, have many important uses. Most of the time, bookkeeping and financial statements are considered important only at tax time. But there are many other reasons to keep good financial records. Bankers, bonding companies, insurance companies, investors and some vendors require them to judge the strengths and weaknesses of the company in calculating the level of risk they face in extending credit, insuring, or making investments.

"Today, in our world of fierce global competition, access to timely, accurate and properly structured financial statements, and the ability to read (financial statements) are even more essential to business survival and growth. They are also valuable tools for owners and managers to monitor and control business operations, plan growth and profitability, and to confirm the accuracy of reports made by everyone in the company."

They are also valuable tools for owners and managers to monitor and control business operations, plan growth and profitability, and to confirm the accuracy of reports made by everyone in the company. But it has been my experience over the past ten years that more than half of the business owners and managers cannot use their financial statements for two (2) major reasons: first, the statements are not formatted properly; and, second the owner/manager can't read them in the first place.

Properly formatted statements are organized according to Generally Accepted Accounting Principles (GAAP) which establishes a clear audit trail back to the source documents through a well-structured filing system. Source documents are the original receipts, invoices, bill of sales and other original papers that describe (and confirm) that the entries made on financial statements are legitimate. A company's strengths, weaknesses and problems are very obvious when financial statements are scrutinized by a loan officer, investor, government auditor and many other professionals.

Based on the answers to basic questions concerning financial statements, the majority of my (mentioned above) class did not know how to read financial statements. Some people appeared reluctant and even disgusted that the topic was to be discussed. But, the ability to read financial statements is a skill that can be learned quickly and constantly improved upon with practice.

Business owners and managers have a choice. They can either be like Frank & Ernest talking with IRS "I use the "Sudoku" method of accounting. I fill all the blanks with numbers that will get me the totals I'm looking for!" Or, they can follow the Golden Rule example of JC Penney. Seriously, contact your friendly CPA or other certified accountant to get set up properly. Then make sure someone does the bookkeeping on a regular basis so you can count the cash and make the rules.

Business Plan Tips

Spend Money on Advertising To Boost Retail Sales This Month

Advertising is one of the most important tools a retailer has. A sound understanding of its use and elements will result in more effective advertising. For some businesses seasonal ads are the most effective. For others, ongoing print ads for special sales work best. Still others will utilize radio to capture the attention of the market for that limited time only sale. And now more than ever, companies are advertising with their own Internet Web site or "renting" space on commercial sites that offer storefronts for their product promotion and ordering.

Whatever form advertising takes, the financial commitment to advertise is a very basic business decision. Advertising expenses should be planned with a return on investment in mind. For every advertising dollar, the business must recoup a percentage as part of every sale. When you set discounted promotional pricing that must be considered as well. Does a discounted promotional price and the advertising expense mean a loss on a particular sale item? Is that a calculated loss to bring business in the door in anticipation of a multi-item sale? Does that technique work?

Advertising is a fundamental business question. The answer is yes— if you are a retailer you should advertise. The question now becomes how to budget and implement an effective advertising program. Plan your expected highs and lows for foot traffic and sales volume. Develop a one-year advertising

plan. You need to know when to emphasize advertising in your marketing mix. You can't advertise everywhere all the time. Be selective before you ever spend that first dollar.

As part of your advertising plan, budget for the creative concept, layout and production of an advertising theme. If at all possible, hire someone specializing in advertising to develop a campaign for you. This does not have to be expensive. You can choose between advertising agencies, graphic design firms and freelance marketing pros. This expertise can help provide you with the savvy copy that attracts customers interest, attention and action. If you can't afford to invest in a campaign theme. Carefully plan your messages and goals for the ads and get production support from the television station, radio station, newspaper or magazine running the ads.

An advertisement should generate a buying response. The potential consumer should become interested in the product and understand the benefit of the product or service. How will your product or service make life easier or more enjoyable? The creative aspect of a clever and intriguing ad should help elicit interest. Invest wisely. A poorly conceived or executed advertising campaign can harm your business.

Advertising is an investment and the time and money invested should add value to the bottom line. You want foot traffic and you want increased sales volume—advertising can help make it happen.

Chuuk SBDC Training

Chuuk Small Business Development Center's (SBDC) training sessions are open to all qualified small business owners, managers and key personnel, and to individuals planning to open or thinking about opening a small business venture. All training sessions are FREE OF CHARGE. The sessions are held at the Chuuk SBDC, which is located on the 2nd floor of building B at Chuuk high school. Enrollment in all classes is limited. For more information please contact the Chuuk SBDC at (691)330-5846 or email chuuksbdc@mail.fm. Request for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.





Interns: Assessment Survey Research Interns from Left to Right: Janice T. Fangalibuw, Erica B. Beyan, Jeremiah B. Buchun, and Alysaa G. Falruw.

Needs Assessment and Service Learning Provide a Development Platform for Young Interns in Yap

By Yap SBDC

In creating a solid foundation for the young people to develop into involved citizens, if not successful entrepreneurs, the Yap Small Business Development Center (SBDC), in coordination with other State agencies and the Yap Chamber of Commerce, employs a strategy of integrating community service learning with business development. The strategy builds upon two methods of development: 1) conducting a needs assessment survey and 2) incorporating student interns in the development process.

For five weeks this summer, a group of research interns carried out a business development needs analysis on the local business com-

munity. The members of the group offered labor and expertise in computers. They played key roles in making decisions on how the project is designed, implemented, and utilized. They were also given an opportunity to have classroom and experiential learning about business development and needs assessment which helped them to get involved in their business community while providing a valuable service.

Upon completion, the project resulted in a valid needs assessment analysis of the YAP local business community. This project was implemented at a much lower cost with a high return of involvement of our local resources.

For those considering similar projects, they need to keep in mind that the model should not

be viewed as meeting all the necessary conditions for creating involved citizens, but it is one step in the process. As business development enablers, we must take advantage of the opportunity to harness the energy and enthusiasm of youth if a more sustained business development is to continue to be realized.

For more information on the services available through the YAP Small Business Development Center, please contact 691-350-4801 or stop by the office at Suite #205 Small Business Incubator Colonia Yap. Interested individuals may also visit the website at www.pacificsbdc.com

Yap SBDC Training Schedule

August 2008

- Customer Service – Phone Etiquette
- Handling Difficult Situations with Class
- Time Management
- Organizing Business Data – Excel
- MS Excel for Business Applications I
- MS Excel for Business Applications II
- MS Excel for Business Applications III
- Needs Assessment Analysis

September 2008

- Best Price Analysis – Excel
- Break – Even Analysis
- Time Management

- Financials – Calculate Start up costs, Income Statements and Balance Sheets

October 2008

- Entrepreneurship Institute for Youth
- MS Excel for Business Applications I
- MS Excel for Business Applications II
- MS Excel for Business Applications III

Yap SBDC workshops are open to all qualified small business owners, managers, key personnel and individ-



uals planning to open or considering starting a small business venture. All workshops are FREE OF CHARGE and will be held at the YAP SBDC. For more information on workshop

dates/times, please call Jacinta Primo (691)-350-4801/4802. Individuals interested in attending the workshop can submit a web request at www.pacificsbdc.com or email ysbdc@mail.fm Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis. Please note: this training schedule is subject to change without notice.