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## Marina Sports Bar & Grill Opens to Reinvent Dining and Wining Experience in Yap

By Yap SBDC

After several years of being closed, the Yap Marina waterfront restaurant, located in the middle of downtown Colonia Yap, Micronesia, reopened under new local ownership and management. Maintaining part of its popular name with the locals and outsiders, the new establishment is now named Yap Marina Sports Bar & Grill. The dining area is completely renovated in local woodwork creating a great ambiance and comfort for dinning.

Yap Marina Sport Bar & Grill is a full service restaurant and bar. It is open 7 days a week for breakfast, lunch and dinner. The menu is moderately sized and priced, offering a combination of local specialty dishes and international dishes to satisfy everyone's cravings. Menu ingredients are mostly locally grown local pro-



MARINA SPORTS BAR & GRILL

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U.S. Small Business Administration  
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Your Small Business Resource

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## DEL SOL on Guam

By Guam SBDC

When Cathleen Santos set out to start her own business, "fun in the sun" immediately came to mind. She is now the owner of Del Sol, a retail business located at the Micronesia Mall and is known for high-quality products that change color in the Sun!

Established in 1994, Del Sol set out to show the world that a little sunshine goes a long way, creating a technology that makes fun gifts change color in the sun. Working with prominent chemists from around the world, Del Sol engineered its proprietary Spectrachrome technology – a spe-

cial formula for color-change technology that was originally explored by NASA for its space program.

Del Sol has grown from a small cart in a Utah mall to over 78 stores worldwide; including 100 retail outlets located in the world's most exotic tourist destination throughout 10 countries and number one promoted retailer onboard 6 different cruise lines. Del Sol is now currently the world's leading retailer of products that change color in the sun!

The concept of Del Sol's specialty merchandise fuses harmoniously and relates with Guam. Products combining interesting and vibrant changing

### DEL SOL opening Soon!

Owner: Cathleen (Cat) Santos  
Location: Micronesia Mall 2nd flr. (next to the food court in the new Macy's wing)  
Contact No: (671) 637-1769  
Website: [www.delsol.com](http://www.delsol.com)  
Email: [delsolguam@live.com](mailto:delsolguam@live.com)



Owner Cathleen Santos

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# U.S Commercial Service Connects U.S. Companies with International Buyers

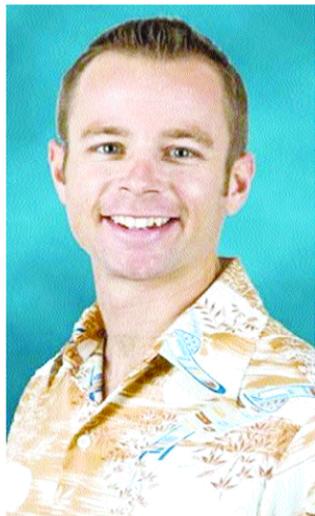
By: Guam SBDC

Pacific office provides Guam & CNMI exporters with gateway to World Markets.

More than 70 percent of the world's purchasing power is outside of the United States, but many firms don't explore their export potential because they believe exporting is too burdensome or difficult. What they may not know is that the U.S. government can help facilitate sales to international markets. With a global network of 1,700 trade specialists, the U.S. Commercial Service can help make introductions to overseas government decision makers and potential buyers and provide export counseling and market research.

**Export Assistance: "No one-size fits all"**

Our assistance is tailored to individual clients. For example, we help companies target the best prospects in foreign markets through customized market research and offer the option of using one or more of our programs. This might include the Gold Key Service, a business match-making service that arranges pre-screened appointments with potential agents and distributors abroad. We also provide customized support to assist U.S. companies in rolling out new product lines, help them target key decision makers by adding clarity to client presentations and provide U.S. government advocacy support to help level the playing field when it comes to bidding on foreign government contracts. We also assist in making



John Hollman

international sales offers more competitive through sister agencies such as the U.S. Export-Import Bank, which provides export insurance and financing. Our offices also provide training on complying with U.S. export control issues and guidance on protecting intellectual property during overseas expansion. All of these services save businesses valuable time and resources when competing in world markets.

**No time for travel? We can help**

It's always best to meet potential customers face to face, but many small companies don't have the time or the budget for extensive travel. Our International Partner Search service enables companies to find qualified distributors and



end-users overseas without traveling abroad, and our staff presents detailed results of the trade leads to the U.S. company. Another great place to meet international buyers is through U.S. trade shows. The annual International Pow Wow Travel and Tourism Trade Show in the U.S. is one of dozens of trade shows where the U.S. Commercial Service recruits international buyers from around the world and introduces them to U.S. exhibitors at events. We set up one-on-one business meetings in advance and host seminars featuring country-specific opportunities. Pow Wow is just one example of how the U.S. Commercial Service has revitalized its focus on tourism exports with upcoming programs tailored for the travel and tourism industry, such as "webinar" briefings on country-specific sales opportunities, export counseling at tourism trade shows and trade missions. The best way to learn about these time-saving

resources is to work with a U.S. Commercial Service international trade specialist.

**The time is right to expand your international sales**

Despite the global slowdown, our Pacific U.S. Commercial Service office continues to see a steady number of inquiries from Hawaii, Guam, and CNMI businesses looking to increase their overseas sales. For many companies, free trade, ease of transportation, the Internet and government export programs have made exporting more viable than ever. Furthermore, exporting is a great way to build competitiveness, and many of our clients report that international diversification has enabled them to weather the economic downturn much better than if they had only been selling domestically. When it comes to developing sales strategies, the biggest risk is not looking beyond U.S. borders. The U.S. Commercial Service has offices across the United States and in American Embassies and Consulates in nearly 80 countries. For more information, visit [www.export.gov](http://www.export.gov) or give us a call at 808.522.8041. I can also be reached at [John.Holman@mail.doc.gov](mailto:John.Holman@mail.doc.gov).

John Holman currently serves as the Director of the Pacific Islands for the U.S. Commercial Service, a division of the U.S. Department of Commerce. In this capacity, John manages the Hawaii Export Assistance Center, which is located in downtown Honolulu.



Natasha P. Cruz

## Guam SBDC welcomes its newest member

By: Guam SBDC

Natasha P. Cruz joined the Guam Small Business Development Center (SBDC) in September 2008 as an administrative aide under the University of Guam's Federal Work-Study program. She assisted the Bank of Guam Women in Business coordinator with coordinating and plan-

ning of various WIB workshops and events. In July 2009, she joined the Guam SBDC as a part-time extension assistant and assists the center in an administrative capacity. Natasha is currently a student at the University of Guam and is majoring in Business Administration with an emphasis on Human Resource Management. She

completed her Associate of Science in Marketing at the Guam Community College in 1996. Previous work experience includes Customer Service Manager at PCI Communications, Officer & Retail Service Manger at the Bank of Hawaii and the Branch Operations Manager at Community First Guam Federal Credit Union.

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The Guam SBDC thanks the  
GTA TeleGuam for donating the  
Spyder Broadband Internet  
Services to the Guam SBDC.

# Trainings held to Help Connect Guam & the CNMI with the World

By Casey Jeszenka  
PISBDCN Network Director

A partnership between the Pacific Islands Small Business Development Center Network (PISBDCN) and the Pacific Asia Travel Association (PATA) Micronesia Chapter brought "free" seminars featuring U.S. Department of Commerce Director, John Holman to both Guam on January 12, 2010 and Saipan on January 15, 2010. John Holman currently serves as the Director of the Pacific Islands for the U.S. Commercial Service, a division of the U.S. Department of Commerce. In this capacity, John manages the Hawaii Export Assistance Center.

John began his career with the U.S. Department of Commerce with Import Administration, where he helped to ensure that foreign firms were competing fairly in the United States. John joined the Department after completing his Masters of Business Administration (MBA) at San Diego State University. While at SDSU, John established a study abroad program in Melbourne, Australia. He graduated summa cum laude from Arizona State University with a Bachelor's degree in Business and Psychology.

The seminars conducted were



Tourism Training Seminar - Northern Marianas

Exporting 101: How to Connect with International Buyers and International Tourism Promotion: Promoting Your Destination, Product or Service to Int'l Visitors. They were well attended and enrollment had to be stopped due to capacity in both Guam and in Saipan. Sixty attended the workshops held at the University of Guam's School of Business and Public Administration and just under twenty attended the workshops held at the Hyatt in Saipan. The courses were sponsored on Guam by The UOG Guam Small Business Development Center (SBDC) as a member of PISBDCN, the Guam Visitors Bureau (GVB), the Pacific Asia Travel Association (PATA) Micronesia Chapter, and with special thanks

to Continental Airlines. The courses were sponsored on Saipan by The Guam Small Business Development Center (SBDC) as a member of PISBDCN, the Marianas Visitor Authority (MVA) the PATA Micronesia Chapter, and again with special thanks to Continental Airlines.

The U.S. Commercial Service has offices across the United States and in American Embassies and Consulates in nearly 80 countries. For more information on its services to assist U.S. companies export, visit [www.export.gov](http://www.export.gov) or give John a call at 808-522-8041. He can also be reached at [John.Holman@mail.doc.gov](mailto:John.Holman@mail.doc.gov).

The Bank of Guam Women in Business Program at the Guam SBDC presents a series of workshops for Women Entrepreneurs:

## "GROWTH VENTURE: EXPLORING GROWTH OPPORTUNITIES"

February 25, 2010, Thursday  
12pm to 2pm

\$20.00 per person (includes lunch)  
Bank of Guam Bldg, 2nd Floor  
Conference Room

The most successful entrepreneurs don't question whether or not they should grow their business, but rather how, when, and how much. This workshop will focus on sales and profitability and help you evaluate growth indicators that show your business's readiness for growth.

To register, please contact the Guam SBDC at (671)735-2590 or email Laurine Sablan at [laurine@pacificsbdc.com](mailto:laurine@pacificsbdc.com) or Natasha Cruz at [natasha@pacificsbdc.com](mailto:natasha@pacificsbdc.com) Deadline to register is February 24, 2010 by 5:00 pm Room 148 Guam SBDC located at the UOG Leon Guerrero School of Business Building.

For more information contact Denise Mendiola Hertslet (WIB Program Director) at 735-2594 or email [denise@pacificsbdc.com](mailto:denise@pacificsbdc.com). Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis. The Guam SBDC is a member of the Pacific Islands Small Business Development Center Network (PISBDCN). The PISBDCN is a program supported by the U.S. Small Business Administration under a cooperative agreement. SBA cannot endorse any products, opinions, or services of any external parties or activities.

## Guam SBDC Training Schedule

### Thursday, February 25th (12noon-1:30pm)

"GROWTH VENTURE PROGRAM: Exploring growth opportunities"  
Presented by: UOG Guam SBDC-Bank of Guam Women in Business Program.

Fee: \$20 person includes lunch

Location: Bank of Guam Headquarters in Hagatna, 2nd floor conference room.

### Friday, February 26th (8:30am-11:00am)

"How to Market your Business"

Presented By: Guam SBDC

Fee: \$20 per person

Location: SBDC #148 Jesus & Eugenia Leon Guerrero School of Business & Public Administration Building on the campus of the University of Guam

### Friday, March 12th (8:30am-11:00am)

"Guerilla Marketing"

Presented by: Guam SBDC

Fee: \$20 person

Location: SBDC #148 Jesus & Eugenia Leon Guerrero School of Business & Public Administration Building on the campus of the University of Guam

### Thursday, March 25th (12noon-1:30pm)

"GROWTH VENTURE PROGRAM: Making strategic decisions"

Presented by: UOG Guam SBDC-Bank of Guam Women in Business Program.

Fee: \$20 person includes lunch

Location: Bank of Guam Headquarters in Hagatna, 2nd floor conference room.

### Friday, March 26th (8:30am-11:00am)

"How to Prepare a Marketing Plan"

Presented By: Guam SBDC

Fee: \$20 per person

Location: SBDC #148 Jesus & Eugenia Leon Guerrero School of Business & Public Administration Building on the campus of the University of Guam



### Friday, April 2nd (8:30am-11:00am)

"How to Start A Business"

Presented By: Guam SBDC

Fee: \$20 per person

Location: SBDC #148 Jesus & Eugenia Leon Guerrero School of Business & Public Administration Building on the campus of the University of Guam

### Friday, April 9th (8:30am-11:00am)

"How to Write A Business Plan"

Presented By: Guam SBDC

Fee: \$20 per person

Location: SBDC #148 Jesus & Eugenia Leon Guerrero School of Business & Public Administration Building on the campus of the University of Guam

### Wednesday, April 21st (9:00am-11:30am)

"Introduction to MICRO CREDIT"

Presented By: Guam SBDC

Fee: FREE

Location: SBDC #148 Jesus & Eugenia Leon Guerrero School of Business & Public Administration Building on the campus of the University of Guam

### Thursday, April 29th (12noon-1:30pm)

"GROWTH VENTURE PROGRAM: Using Financial Tools"

Presented by: UOG Guam SBDC-Bank of Guam Women in Business Program.

Fee: \$20 person includes lunch

Location: Bank of Guam Headquarters in Hagatna, 2nd floor conference room.

To register for these workshops, please contact the Guam SBDC at 735-2590 or email Laurine Sablan at [laurine@pacificsbdc.com](mailto:laurine@pacificsbdc.com) or Natasha Cruz at [natasha@pacificsbdc.com](mailto:natasha@pacificsbdc.com)

For more information you may also visit our website at [www.pacificsbdc.com](http://www.pacificsbdc.com)

Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.

# DEL SOL: Showcasing Guam's vibrant colors

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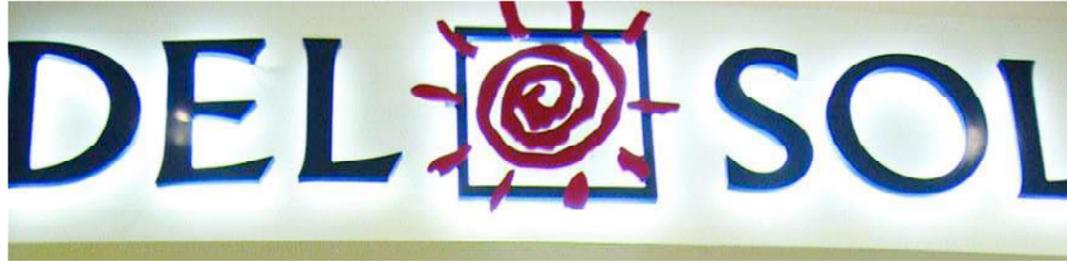
colors with our island's beautiful outdoor weather make Del Sol products even more pleasurable. Guam's own color therapy.

The color changing themed products that Cathleen's store will carry consist of a variety of novelty and souvenir items for the whole family. Products include T-shirts, tank tops, Board shorts, Hats (caps and visors), Sunglasses, Watches, Jewelry (puka, pearl, island-style bead jewelry), Nail polish, Flip Flops, Rings, Key chains, and Hair accessories.

We sat down with Cathleen and asked her to share her experience of opening Del Sol on Guam:

**Tell us a little about yourself.**

**CS:** I'm originally from California, but have planted my roots on Guam to raise my family. I have been married to a very handsome Chamorro for



over 17 years and we have 3 gorgeous children.

**When and why did you decide to start your own business?**

**CS:** I had been contemplating opening my own business for several years. With encouragement from my husband and the fact that my children are older, the timing was right.

**Walk us through your business start-up process.**

**CS:** After thorough research into the market, I composed a few business plans. Each catered to different audiences, but all for the same business. With these we were able to secure funding and begin the actual merchandising layouts,

build out set up and design concept for the store. Working a full time job while preparing to open your business can be daunting at times. But, with a good support system in place to motivate and encourage you, it helps you to work harder at your goal. With the assistance of Denise Mendiola Hertslet at the Guam SBDC, I completed my business plan and began looking for funding sources. I was approved for a loan from the Get Guam Teleworking Loan Program and received additional funding assistance from DVR. I also contributed funds from savings to help with the start-up costs.

**What are some of your challenges and triumphs you have**

**experienced during this process?**

**CS:** Juggling multiple tasks and expecting all of them to be done well, quickly changed to prioritizing and managing my time properly. My support system ensures I give it my best and at that point I push my limits even further. With the disruptions that I have incurred, I have determined they are inevitable and now anticipate as well as accept them.

**What is your vision for your business?**

**CS:** I am hoping this business will become as popular here as it has in the Western Hemisphere.

**What do you do to keep**

**yourself balanced?**

**CS:** Enjoy my downtime and spend quality time with family and friends. I am my business, but my business is just part of my life.

**What advice would you give to women who may want to start their own businesses?**

**CS:** There is a multitude of people that will give you their perspective about your business. Don't take it personally. Take the information and use it towards your market research.

If this is your passion, maximize your potential and go for it. Start with a visit to SBDC. Denise Mendiola Hertslet (business counselor at Guam SBDC) is one in my support system. Her ability to multi-task all of her various activities and still laugh and smile make her an inspiration to women.

For more information about the UOG Guam SBDC -Bank of Guam Women in Business Program, contact Denise Mendiola Hertslet at 735-2594 or [denise@pacificsbdc.com](mailto:denise@pacificsbdc.com).

## GET GUAM TELEWORKING LOAN PROGRAM

By Carla Torres

Individuals with disabilities on Guam who dream of owning their own business have one opportunity for funding they can call their own- The Get Guam Teleworking Loan Program, referred to as the GGT Program. The GGT program was created through a grant awarded to the University of Guam's Center for Excellence in Developmental Disabilities Education, Research and Service in 2003.

Initially, the grant provided monies to help individuals with disabilities buy equipment that would enable them to telework. Such an odd word, telework, simply means paid employment, either full-time or part-time, that is regularly performed, in whole or in part, at a location other than the employer's customary office or place of business, such as work on the road, including the worker's home or a telework center, and enables the individual to engage in telework as an employee or contractor or to become self-employed. Sounds fabulous, huh? It is. Allowing individuals to work from home means barriers to employment such as inadequate transportation, fatigue, inaccessible work environments, and need for personal assistance can be reduced or eliminated. The same can be said for being in charge of your employment and owning your own business.

It was soon realized that the intent of the grant would serve such a small popu-



lation. The federal government decided to expand the parameters of what is allowable under the grant to include the purchase of supplies and inventory which is a big part of start-up costs for opening a business. The goal of the grant shifted to helping individuals with disabilities become self-employed through micro-enterprise.

The GGT Program offers qualifying Guam residents with disabilities, loan guarantees to help secure the assistive technology devices and services, or employment-related equipment, supplies, and inventory they need. Access to the

loan programs is given to individuals with disabilities regardless of the type of disability, age, income level, or location. Borrowers must be eighteen (18) years of age or older. The current interest rate on these loans is a low 2.25%.

Again, the GGT Loan Program can help with the purchase of equipment, supplies, and inventory. "Equipment" is defined as mechanical or electronic devices or apparatus, software or telecommunication systems necessary to perform telework, as well as the cost of training needed to use the equipment properly, maintenance agreements and

extended warranties for the equipment, and maintenance and repair expenses for the equipment. Equipment may include, but is not limited to: computers, printers and related peripherals, software, fax machines, scanners, office machines, telecommunication devices, telecommunication system installation charges (e.g., telephone, DSL, high speed and internet hookup fees), office furniture, home modifications for accessibility and/or to create home offices, motor vehicles, and assistive technology (i.e., any device or item that enables an individual with a disability to live and work more independently or productively with an improved quality of life). "Supplies" is defined as tangible items necessary to reasonably support the operations of the business. "Inventory" is defined as tangible items related to the operation of the business.

So, if you are an individual with a disability who wants to telework or venture into self-employment or you know someone who does, the GGT Program could provide that needed funding source. More information about this program can be obtained by contacting Carla Torres at the Guam System for Assistive Technology, house 19 on Deans Circle, UOG Campus, telephone: 735-2490, email: [carla.torres@guamcedders.org](mailto:carla.torres@guamcedders.org).



# A Familiar face is added ASSET to Palau SBDC

## By Palau SBDC

On February 03, 2010, the first and has been the only Advisory Board to Palau SBDC, who also holds the position as the Vice-Chairman of the Pacific Islands SBDC Network Advisory Board, Mr. Phillip Reklai welcomes the second and female addition to Palau SBDC Advisory Board. The new advisory board member will serve as a volunteer, a non-compensatory and non-political capacity as an Advisor to Palau SBDC Director.

To serve in the new capacity is Ms. Mary Ann Delemel, former Managing Director of the Palau Visitors Authority who has since retired a few years ago, became national adviser to the Medium



Mary Ann Delemel, New Palau SBDC Advisory Board Member

Term Development Strategy project (MTDS). This is a five year strategy for Palau's medium term goals which was funded by the Asian Development bank. Now that the work is complete and pre-

sented to Palau government, Ms. Delemel can dedicate more volunteer time to advise Palau SBDC in addition to her current membership in the Board of Palau Red Cross Society. "Ms. Delemel serves on many boards for various non profit and other organizations, so we are very fortunate to have her as an asset volunteer to the center", comments Lisa Abraham, Director, Palau SBDC.

The Palau SBDC is a member of 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 high quality training and one-on-one confidential counseling

to existing small business and to small business start-ups.

The University of Guam – Pacific Islands Small Business Development Center Network is sponsored in part by the U.S. Small Business Administration (SBA) under cooperative agreement. The support given by the U.S. SBA through such funding does not constitute an expressed or implied endorsement of any of our co-sponsor's and/or participant's opinions, products, or services.

The PISBDCN, its host, agents, sponsors, and other affiliates, do not recommend or endorse any private individual or firm, nor provide warranty or guaranty, expressed or implied, for the work or results of such a relationship.

# IRS Reminds Taxpayers that Keeping Good Records Reduces Stress at Tax Time

The tax filing season is just around the corner, so if you haven't already done so, it's time to organize your records.

Whether you are a business owner or an individual taxpayer, you can avoid headaches at tax time with good records because they will help you remember transactions you made during the year.

Keeping well-organized records also ensures you can answer questions if your return is selected for examination or prepare a response if you are billed for additional tax. In most cases, the IRS does not require you to keep records in any special manner. Generally speaking, you should keep any and all documents that may have an impact on your federal tax return.

al tax return.

## Small Business Owners

If you are a small business owner, you must keep all your employment tax records for at least four years after the tax becomes due or is paid, whichever is later. Examples of important documents business owners should keep include:

▲ Gross receipts: Cash register tapes, bank deposit slips, receipt books, invoices, credit card charge slips and Forms 1099-MISC

▲ Proof of purchases: Canceled checks, cash register tape receipts, credit card sales slips and invoices

▲ Expense documents: Canceled checks, cash register tapes, account statements, credit card sales slips, invoices and petty cash slips for small cash payments

▲ Documents to verify your assets: Purchase and sales invoices, real estate closing statements and canceled checks

## Individuals

Individual taxpayers should usually keep the following records supporting items on their tax returns for at least three years:

▲ Bills  
▲ Credit card and other receipts  
▲ Invoices

▲ Mileage logs

▲ Canceled, imaged or substitute checks or any other proof of payment

▲ Any other records to support deductions or credits you claim on your return

For more information about recordkeeping, check out IRS Publications:

▲ Pub 552 at <http://www.irs.gov/pub/irs-pdf/p552.pdf>, Recordkeeping for Individuals;

▲ Pub 583 at <http://www.irs.gov/pub/irs-pdf/p583.pdf>

Starting a Business and Keeping Records

▲ Pub 463 at <http://www.irs.gov/pub/irs-pdf/p463.pdf>, Travel, Entertainment, Gift, and Car Expenses

# CHECK OUT OUR NEW LOOK!

## By Palau SBDC

In 2009, the Palau SBDC wrote a short story about Palau SBDC's relocation and how it was converting a 20 footer container into an office space...and you know...the Government's Public Works did a great job AND completed the works in three (3) weeks time. Therefore, nothing is impossible. With the right people helping you and the available resources, anything is achievable.

Once again, we were never closed for services. I hope those who are curious to know how a container can be an office, come in and see it firsthand. The Palau SBDC is open everyday from Monday-Friday, 8:00 a.m. to 5:00 p.m. You may contact the service center Director, Ms. Lisa Abraham tel.#(680)587-6004 or cell #(680)775-5472 or EMAIL [lees@pacificsbdc.com](mailto:lees@pacificsbdc.com) or [palausbdc@palaunet.com](mailto:palausbdc@palaunet.com).



PALAU SBDC'S new look but in the same location.

## Palau SBDC Training for February through March

### Record Keeping for Farmers and Fishermen

Date: February 24, 2010  
Location/Time: TBA

### Accounting and Budget for Small Businesses

Date: March 10, 2010  
Location/Time: TBA

### Crafting Business Plans

Date: March 24, 2010  
Location/Time: TBA

### Financial Projections

Date: March 25, 2010 –  
Location/Time: TBA

Training courses are presented at low to no cost. For exact location and times of each training/workshop, please contact the Palau SBDC at (680)587-6004 or E-mail: [lees@pacificsbdc.com](mailto:lees@pacificsbdc.com) or [palausbdc@palaunet.com](mailto: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.



# Soon to open: Construction of the FNS Snack & Fast Food Business in Progress

By Kosrae SBDC

In Tofol, the main government center of Kosrae, construction of a new building to house the FNS Snack & Fast Food business is now underway. Mr. Fred N. Skilling, the owner, along with his wife Mrs. Nuerma Skilling expect construction of the facility to be completed before the end of February 2010. With this, the Skillings hope to commence operation immediately.

The business is located next to the main street in Tofol center next to the FSN Office and the FSM Development bank. This food establishment is considered to be a convenient location for many people including visitors and provides ample parking space in front side of the building.

FNS Snack & Food offerings will include assorted snacks, groceries and to-go to be made



Owner Fred Skilling in front of the soon to open FNS Snack & Food business.

available to the Kosrae local Community and visitors. Furthermore, the business hopes to attract those enroute to the hospital located at the Tofol capitol center in Kosrae.

In addition to availability of take outs, customers to FNS Snack & Food will have the pleasure of dining in as an alternate choice. As a part of the building design, the owners

also included a sit down eating area that will be adjacent to the main business section. This space will be fully furnished with tables and chairs creating an atmosphere where FNS customers can enjoy the outdoor feel.

In pursuit of this business idea, Mr. Fred Skilling had come to the realization that the concept of take outs & in-door dining was one business concept that is not so common on the island of Kosrae. To aid in making this business dream become a reality, Mr. Skilling then decided to enlist the technical assistance provided by the Kosrae Small Business Development Center (KSBDC) to help develop his business plan and complete other documents required by the lender to possibly secure the financing needed to get the business started. Immediately, work commenced with the help of

Kosrae SBDC to first get the business plan to completion. Following considerable amount of time spent with the KSBDC counselor, the business proposal was finalized and then submitted to the Pacific Island Development Bank (PIDB) in Guam. Anxiously waiting, within approximately one month following submission of the plan, Mr. Skilling received word that his business proposal received favorable approval. The months of waiting and time dedicated to completing all the requirements paid off. FNS Snack & Food Business will soon be open.

For more information regarding the Kosrae SBDC program and services, please call (691)370-2751 or visit the website at [www.pacificsbdc.com](http://www.pacificsbdc.com)

Owner Mr. Fred Skilling in front of soon to be FNS Snack & Food Business.

## Establish Business Controls to Focus on Goals

It can be a challenge to remain focused on the goals of the business during the hurried pace of the business day. Much like a football team in the midst of a key play, trying to look at the next part of the game strategy—it's a tall order. To stay on target, create a game plan that covers the big picture, so you can focus on the "play of the day." Business controls are as important to the small office with two employees as they are to the small business with 200 employees.

A control system establishes specific policies and procedures for tasks to be handled on a planned basis. The system measures controls and provides feed-

back to the owner about what is happening in various parts of the business. This system should be as simple as possible to provide information quickly, so the owner can make reasonable business decisions based upon current information. Avoid complicated procedures that lead to confusion, expenses and wasted staff time.

Controls place accountability within the business. Some employees may feel that controls are restrictions. However, the success of the company and the employees' pay depends on the business success. The controls are not meant to be a trap, but rather a quick check to allow everyone to do the job right. A control

system is objective and can provide a systematic and routine measure of performance on an ongoing basis. Trends and ongoing employee, manufacturing and service performance are vital to customer satisfaction and business success.

Getting employees to accept and follow the system is absolutely necessary. Take time to explain why controls are being put into place and the affect you expect a control system to have on the processes of your business. The focus is not on controlling employees, but rather on controlling processes and quality to the business is better for everyone. You need employee compliance with the new system and their understanding and

acceptance is important in creating a reliable system.

Every business needs policies and procedures that place a measure of control in their processes. Product and service quality means customers and repeat customers. Business is gained because the company is using the most effective and efficient methods to accomplish tasks.

You may develop guidelines and control systems yourself or bring in a team of employees to help define a system that is useful in their job success, as well as the company's success. A control system should be a part of making the work smoother not more cumbersome.

### Kosrae SBDC Training Dates and time

Month	Training Topic	Dates	Time
March	a. Introduction to Profit Mastery	TBA	TBA
	b. Customer Service	3/12/10	9:00am - 12:00pm
	c. Price, Volume, Cost	3/26/10	9:00am - 12:00pm
	d. Profit Mastery: Cash Flow	TBA	TBA
April	a. Monitor Financial Position	4/22/10	9:00am - 12:00pm
	b. Basic Business Computer Skills	5/21/10	9:00am - 12:00pm
May	a. Introduction to Profit Mystery	5/20/10	9:00am - 10:00am
	b. Basic Business Computer Skills	5/21/10	9:00am - 12:00pm
	c. Price, Volume, Cost	TBA	TBA

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 or call the municipal offices for the Outreach Training schedule to register your name. 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 must be made 24 hours in advance. Services are extended to the public on a non-discriminatory basis.



# Marina Sports Bar & Grill Opens to Reinvent Dining and Wining Experience in Yap

continued from page 2

duce and meats, including most of the ingredients in the luscious house sauces. The bar offers happy hour prices for beers and spirits as well as a variety of exotic drinks. Live music is performed every Friday and Saturday nights for night thrill seekers.

Yap Marina Sport Bar & Grill opens to reinvent the restaurant and bar experi-

ence in Yap. Whether you're looking for a drink and a quick bite at the bar or a satisfying meal with excellent customer service, the Yap Marina Sports Bar & Grill is sure to please.

Yap SBDC assisted the owner of Yap Marina Sports Bar & Grill with business plan development and financial projections which were submitted to FSM Development Bank at the beginning of 2007. The loan was approved at the

beginning of 2009. Extensive repair and renovation to the building started soon after. Finally, at the end of December 2009 Yap Marina Sports Bar & Grill held its Grand Opening. This is testimony to the fact that through hard work and perseverance, dreams really do come true!

The Yap Small Business Development Center (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 high quality one-on-one confidential counseling and training to existing small businesses and to small business startups. For more information regarding the Yap SBDC programs/services, please call (691)650-4801/4802 or visit [www.pacificsbdc.com](http://www.pacificsbdc.com)

## Build Repeat Business Through Customer Satisfaction

### ASK SCORE

Attracting customers to your business is one thing but keeping them quite another. A basic business efficiency is to hold onto existing customers. So how can you ensure satisfaction among the customers you already have? Small businesses do have to try harder. Here are four ideas:

1. Put yourself in your customer's shoes. Understand your customer's most important needs and priorities. If you're not sure why they're coming to

you—ask. You can't build on your business's strengths if you're not sure what they are. Convenience of location or hours? Ease of access to you or your employees? Friendly service? Knowledgeable staff? A better product? Better how?

2. Be sure your customers know you appreciate them. Sending out a thank-you note after a large order is bound to make a favorable impression, and it's not just about letting them know you appreciate their business. You are reinforcing the customer's opinion that

doing business with you was a wise decision.

3. Employee training can pay dividends. If your employees interact with customers, whether over the counter or over the phone, they need to know the fundamentals of customer service, not just the product information.

4. Follow up after the sale. Ask customers for their feedback on your product or service. Did they have a good experience with your company? If so, can they tell you how or why? If not, what would have made it better—and

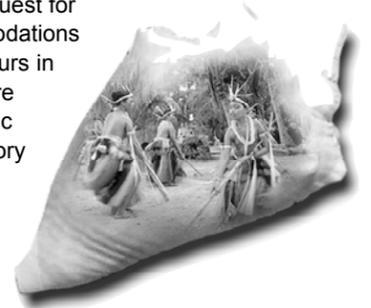
can you do anything to fix it now? Use customer comment cards and surveys regularly: You may be surprised at the things you haven't noticed—but your customers have.

If you want to ensure continuous growth in your business, don't make the mistake of focusing on attracting new customers at the expense of existing ones. Let the high satisfaction rate of your current customers do its part to lead you to the best referrals to future customers.

### Yap SBDC Training Schedule February to April

Date	Workshop Title	Venue
<b>February</b>		
23	GoVenture (Entrepreneur)	SBDC Training Center, Yap
23	GoVenture (Micro Business)	SBDC Training Center, Yap
24	GoVenture (Accounting)	SBDC Training Center, Yap
24	GoVenture (Marketing)	SBDC Training Center, Yap
<b>March</b>		
17	Essentials of a Business Plan	SBDC Training Center, Yap
24	Understanding Financial Recordkeeping	SBDC Training Center, Yap
29	How to Write a Grant Proposal	SBDC Training Center, Yap
31	Business Charts of Accounts	SBDC Training Center, Yap
<b>April</b>		
12	Micro Plan™	SBDC Training Center, Yap
14	Business Bank Accounts & Petty Cash Fund	SBDC Training Center, Yap
19	Shake Out™	SBDC Training Center, Yap
21	Tracking Business Assets	SBDC Training Center, Yap
26	Break Out™	SBDC Training Center, Yap

Yap SBDC workshops are open to all qualified small business owners, managers, key personnel and individuals planning to open or considering starting a small business venture. All workshops are FREE OF CHARGE. For more information on the trainings/workshop, please call Jacinta Primo at (691)-350-4801/4802. Individuals interested in attending a workshop can submit a web request at [www.pacificsbdc.com](http://www.pacificsbdc.com) or email [ysbdc@mail.fm](mailto:ysbdc@mail.fm). Request for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis. Please note that the schedule is subject to change without advance notice.



# BUSINESS OPERATIONS

## Save on Small Costs to Win Big at the End of the Day

The reduction of specific fixed and variable expenses can improve your profit picture. First a word of caution. Do not needlessly cut costs. Legitimate expenses provide the framework for your business and you don't want to cut your operating budget too deeply. However, you must be ever vigilant when it comes to controlling expenses. Each year, expenses have a way of creeping skywards. It is up to you, to evaluate if those funds are being spent for their maximum effect.

You can reduce costs without cutting specific expenses by increasing the average sale per customer. If you can increase the overall value of a sale to each customer, you then spread the

same expense across a larger income. This gives you a better sales versus expense ratio. If you operate in a retail store, you may measure sales per square foot. Your goal may be to increase the sales per square foot by certain percentage. Look to sales as a way to improve the success of your business. Beyond offering quality products and services, it is the sale of those goods and services that keep you in business.

Keep in mind that you need to build in a solid profit margin on sales. A big sales volume with a thin profit margin is not the solution you seek. A part of your product or service line may have a smaller profit margin simply because of competition and market pressure. If that is the case,

then you must add a higher profit margin to other goods, so you can obtain an average profit margin, which meets your business goals.

Your goal is to pay the right price for prosperity. Evaluate expenses and look at areas that may be high or rising at a rapid rate. Look at how expenses are distributed from year to year and identify areas for review. Review each segment of your operating budget. Can you negotiate a better lease? Can you renegotiate a long-term debt at a better rate? Can you earn discounts by meeting accounts payable earlier in the payment cycle? Can you cut specific costs for specific time frames in order to reduce overall expenses? Ask yourself these and other

questions.

Before you can determine if cost cutting will increase profits, you need more information about your business operation. Proper record keeping is the start. Your business records provide the financial data to prepare a budget, profit and loss statement, break-even calculations and operating ratios. This information can be compared with similar types of businesses to evaluate if your business is operating within industry norms. A break-even analysis will show you the volume point at which your gross profit equals expenses. From that point on, you begin to move from a loss into a profit situation. The break-even point is a very important piece of information to you as a business owner.

# Catching the Seasonal Wave Part I

By E-Myth Business Coach

Many small businesses experience the bulk of their annual sales during a short season or cycle. For many retailers it's the holidays. For fitness centers, January new years' resolutions typically bump up new business only to dissipate in the summer months. Some businesses do amazingly well when the weather gets warmer, while others depend upon the cold and the snow. The wedding season, tourist season, tax time... these are all examples of the endless variations that shape a seasonal business. For many business owners, it's critical that you catch the right wave at the right time.

While all businesses realize sales cycles, truly seasonal businesses fall into two primary categories: those that can shut down during the off-season and those in which the owners must find other ways to maintain cash flow during the remainder of the year. In both cases, the challenges are similar and must be addressed in order to keep your business flourishing throughout its ebbs and flows.

Budgeting and cash planning are critical for any seasonal business. Vigilance and a clear strategy in this area can alleviate many of the potential problems and create a path to solvency and success, even if you never attempt any of the strategies to grow your business beyond

its seasonal barriers.

Strategies for the Off-Season

Can you dedicate the entire year to your business, paying the business expenses along with your personal ones? If so, use the off-season to perform necessary maintenance and repairs, take on new projects or work on your marketing systems. If you have the luxury to perform strategic business development while little or no tactical work is occurring; you have an advantage that most businesses don't. Create a plan now for making best use of this down time.

An essential part of your strategic development should be exploring ways to even out revenue and keep cash flowing during the off-season. Can the sales side of the business take place during the off-season for operations? Can off-season registration generate income prior to opening operations? If you consider the possibilities creatively, you may come up with successful methods of spreading your cash flow throughout the year.

Some seasonal business owners can afford to take off large amounts of time, while others need to scramble and find alternative plans to get through the off-season. If this is your situation, see if you can find compatible substitutes for your product or service. Landscapers hanging holiday decorations, snow removal operators doing landscape work, a Christmas store

extending its open months by taking on other holidays are all examples. By carefully examining the possibilities, you may discover a similar low-cost strategy that brings in cash during your primary off-season. Another strategy is transforming your seasonal business into a year-round enterprise. Patio.com, for example, took on pool, ping pong and foosball tables, as well as bar, barstools and bar tables and chairs in order to get out of their summer season niche.

Turning Challenges into Advantages

While running a seasonal business has its challenges, as we all know, behind every challenge is an opportunity. By asking key questions and looking at your business strategically, you can create new opportunities and develop your business in extraordinary ways that lead to previously unexplored avenues of growth and profit.

Consider the following:

1. Diversify. Multiply your options through diversification. Can you expand on your business in some fashion? Can you follow the lead of Patio.com and countless other businesses that took a seasonal niche and expanded it through the entire calendar year?
2. Explore new markets. Are there customers you're not currently reaching? Is there a way to shift your product offering to find new markets?
3. Sell during the off-season. Through mailings and special incentives to book now, you can stay close to your customer base and find ways to make it easy for them to commit during the off-season.

4. Talk with your customers. Ask them what new services or products you could provide. Talk with your suppliers or vendors about new business possibilities. Listen carefully to what your customers are saying about your product. Engaging in a dialogue now pays off big time when you're working around the clock during peak season.

5. Create customers for life. A satisfied customer is the best business strategy of them all. To win new customers ask, what's the unmet need? To keep them for life, "ask how are we doing?", and "what can we do better"? Follow-up each purchase with a phone call or letter and ask these two critical questions.

6. Find the balance. Sometimes the best way to off set your seasonal business is to set up a second business that takes advantage of the skills and/or resources you already have on hand. In some cases, you can even serve the same customer base with both businesses. Consider a snow plow operator who took to repairing boats during the summer vacation season. How about a summer camp owner who turns his facility into a retreat center during the off-season, or the home builder who becomes a remodeler during winter, or the outdoor painter who paints indoors when it's stormy. The possibilities are just about endless; so if you really do want to even out your business, dig in here and find the right product/service mix to make both winter and summer a success.

**CATCH THE SEASONAL WAVE - Part II (Check it out in NEXT ISSUE PBP Vol 6 No 2 May 2010)**

## Chuuk SBDC Training for March 2010

### Learn How to Write Business Plan

Date: Monday 03/15/2010  
Time: 9:00AM-11:00AM

### Learn to Read/Understand Financial stmts

Date: Tuesday 03/16/2010  
Time: 9:00AM-11:00AM

### Importance of Recordkeeping to Business

Date: Wednesday 03/17/2010  
Time: 9:00AM-11:00AM

### Business Diversity

Date: Thursday 03/18/2010  
Time: 9:00AM-11:00AM

### Customer Service

Date: Friday 03/19/2010  
Time: 9:00AM-11:00AM

The CHUUK Small Business Development Center (SBDC) Training sessions 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 training sessions are FREE OF CHARGE. The March 2010 workshops will be held at the Chuuk SBDC located directly across the Shigeto's Store. Individuals interested in attending the workshops may call the Chuuk SBDC at (691)330-5846 or email casandra@pacificsbdc.com or ketsen@pacificsbdc.com

Requests for reasonable accommodations must be made 72 hours in advance. Services are extended to the public on a non-discriminatory basis.



# Retail store soon to open on Wotje Atoll

## By RMI SBDC

During Miochi's Kamram's younger years, he had observed other small business owners on the atoll (Wotje) managed and operate their businesses. He often said to himself that he sure wishes one day he will be just like them – a BUSINESS OWNER.

Learning about the technical assistance services as provided by the RMI SBDC, Miochi Kamram took the first step by visiting the SBDC Center to discuss his ideas and possibly pave the way to realizing his dream of being a SMALL BUSINESS owner. Miochi Kamram spent as much time required and needed to work with the RMI SBDC to complete the initial requirements. These to include developing his idea into one simple business plan as is required to submit to the Bank of the Marshall Islands for possible consideration for financing. After months of preparation, the plan was finally completed. This truly a milestone accomplished. Soon thereafter, the business proposal was submitted.

Here Today!!! BOMI through its Micro Finance Loan Program has made his dream come true granting favorable approval for his business proposal.



Owner Miochi Kamram

After completing his two-year college studies at the College of the Marshall Islands (CMI), Miochi is now ready to return to his home of Wotje Atoll which is one of the remote islands in the Marshall Islands and start up his own small

retail business. Miochi is now more than ready to put into action what he has learned about managing a small business. He is so confident that he will become success. Miochi came back to the Center to express his sincere appreciation for the services and

assistance he had received from the SBDC. Miochi says that it was a definitely a privilege, very worthwhile and most advisable to dedicate your time putting his idea into a plan format. By participating in the counseling sessions, my personal understanding and skills on business management have been enhanced or improved, quoted Miochi.

The RMI SBDC of the Ministry of Resources and Development and the Bank of Marshall Islands extend their congratulations to Miochi Kamram and wish him success in his business.

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 high quality one-on-one confidential counseling and training to existing small businesses and to small business startups. For more information regarding the RMI SBDC's upcoming trainings/workshops or other services, contact the Center at (692) 625-3685 or visit [www.pacificsbdc.com](http://www.pacificsbdc.com).

## RMI SBDC Training Schedule for March-May 2010

Month	Date	Training Date	Time	Venue
March	Wednesday 17	Customer Service	10:00am - 12:00 noon	RMI SBDC
March	Thursday 18	Recordkeeping	10:00am - 12:00 noon	RMI SBDC
April	Wednesday 21	Financial Statements	10:00am - 12:00 noon	RMI SBDC
April	Thursday 22	Marketing	10:00am - 12:00 noon	RMI SBDC
May	Wednesday 19	Recordkeeping	10:00am - 12:00 noon	RMI SBDC
May	Thursday 20	Business Plan	10:00am - 12:00 noon	RMI SBDC



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 presented by and at the 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](http://www.pacificsbdc.com) or email [leeno@pacificsbdc.com](mailto:leeno@pacificsbdc.com). Please note this training schedule is subject to change without notice. Services

are extended to the public on a non-discriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.