

## Hawai'i SBDC Network O'ahu Center Newsletter



Terri Funakoshi,  
 Director

### Patsy Mink Center for Business and Leadership

Established through the efforts of YWCA O'ahu, the U.S. Small Business Administration (SBA), and community partners, the Patsy T. Mink Center for Business & Leadership (MCBL) equips women to become successful entrepreneurs and leaders by providing one-on-one business counseling, innovative workshops, and unique, specialized programs in a nurturing environment. MCBL is the only Women's Business Center (WBC) in the State of Hawaii. WBC's are designed to assist women in starting and growing small businesses, and seek to "level the playing field" for women entrepreneurs who still face unique obstacles in the business world.

MCBL is named in honor of Patsy T. Mink, the first Japanese American woman and the first woman of color to be elected to the United States Congress. She was a transformative leader and a national voice for gender equality, education, peace, and so much more.

MCBL signature program is Launch My Business™, a 7 week, 45-hour course that takes aspiring entrepreneurs through a sequence of lessons designed to help businesses, step-by-step, from the ground up. Under the guidance and instruction of a seasoned business professional, participants will be equipped with the knowledge and resources necessary to turn their viable

**Dear Andra,**

Welcome to the 2017 Second Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this edition, read about the FREE Small Business Fair, the success of CORE Sports Physical Therapy, and how our colleagues at the Mink Center for Business and Leadership/Women's Business Center have been assisting women to become successful entrepreneurs and business leaders.



I hope you enjoy this issue, and welcome your comments or questions. [Like us on Facebook](#), recommend us on [Yelp!](#), see our [new YouTube channel](#), and connect with us on [LinkedIn](#).

[Joseph Burns](#)  
 O'ahu Center Director

### Register for the FREE Small Business Fair on May 6, 2017 at LCC



Once again, the O'ahu SBDC is pleased to participate on the Organizing Committee for this year's Small Business Fair. Attendees will enjoy a wide range of workshop topics including: Top 10 Service Contract Issues; Patent, Trademarks & Copyrights; Incubators & Accelerators; Developing a Business Plan; Social Media Marketing; and Financing Options, to name a few. One-on-one business counseling will be provided by SCORE. Event participants include: Leeward Community College, DBEDT, DCCA Business Action Center, Hawai'i District Office of the U.S. Small Business Administration, Small Business Development Center (SBDC), Internal Revenue Service, and Honolulu Community College, among many others. Free attendance and parking; registration required. Classes fill up quickly, so register now at:

<https://smallbizfair2017-1.eventbrite.com>

### Success Story: CORE Sports Physical Therapy & Orthopedic Rehabilitation

Dana Fong-Reyes and Shaun Reyes are the owners of CORE Sports Physical Therapy & Orthopedic Rehabilitation. The Hawai'i SBDC O'ahu Center's Lori Hiramatsu has been working with



Dana and Shaun since 2014 to assist them in the acquisition of the business. In late 2015, the acquisition was completed. In 2016, they expanded the business with renovations to their current location and are seeking opportunities to either further expand at their current location or

ideas into a competitive business enterprise.

Last September, Terri Funakoshi was named director of MCBL. She has several years of experience as an executive in the Hospitality & Travel Retail industry and gives back to the community by volunteering her time to a variety of causes and charities in Hawaii. Ms. Funakoshi enjoys mentoring young entrepreneurs and helping them along their journey. She graduated with a Bachelor of Science degree in Merchandising from the University of Hawaii at Manoa. Ms. Funakoshi is a mother of three and spends her free time being a "creative," designing jewelry and dabbling in the arts and crafts of Hawaii.

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## Advisors to Hawaii's Business

*"Drive the Economic  
Sustainability of Hawaii'i  
by Assisting Businesses to  
Form, Grow and Thrive"*



possibly open another rehabilitation facility in Kapolei. Dana and Shaun are skilled physical therapists who have developed a solid client following due to their excellent client service and warm personalities. They have also established sound referral sources due to their reputable service and credentials.

The Hawai'i SBDC was fortunate to work with the Reyes to provide assistance and guidance from the beginning to the acquisition of the business; review of the valuation report, work as a liaison with the lender on the possible financing, assist with their business plan and projections and assist with the seller financing. Dana and Shaun worked tirelessly on their business plan, projections, negotiations of the purchase, etc. to become entrepreneurs.

Today, Dana and Shaun have grown the business successfully on the solid foundation they built with the knowledge gained from their time and efforts in crafting their business plans and projections. They are now able to expand with confidence and the Hawai'i SBDC will be there to assist them when needed.

## The Business Owner's Guide to Technology: Free Download

Looking for expert guidance on IT and business decisions? Here it is. "Free often costs you more in the end," according to one expert. There's more to ROI than the up-front cost of a solution. If it also solves another problem, take that into account.

Get inside advice on topics like this from experienced professionals in key business areas:

- \* **Marketing:** find the best tools for reaching potential customers
- \* **Sales:** make smarter selling decisions
- \* **Finance:** understand the past and forecast the future with the most effective technology
- \* **Human Resources:** discover the right tools to support your employees
- \* **IT:** introduce tools to improve daily operations, vendor management, support, and more

From Microsoft, an official sponsor of SBA Small Business Week.

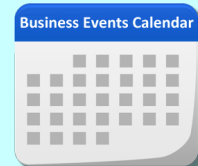
[Click here for the registration link.](#)

## Calendar - Sign Up Now

[05/06/17 The FREE Small Business Fair](#)

[05/16/17 HiSTEP Export Financing Workshop](#)

[05/18/17 PBN Small Business Day Conference and Expo](#)



## In the Media

[Franchise Fees: Why and How Much](#)

[Small Businesses Are Hiring More Than Ever](#)

[3 Tips to Collect Payments Online - Get Paid Like a Pro](#)



## Quote of the Quarter

"When I was a boy of 14, my father was so ignorant, I could hardly stand to have him around. But when I got to



be 21, I was astonished at how much the old man had learned in seven years."

-Mark Twain



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