

HAWAI'I SBDC SUCCESS STORY - EAST HAWAI'I CENTER



ALOHA PAWS

Aloha Pawz, a unique boutique for dogs, cats and pet-passionate people, provides quality pet supplies in Hilo. Owner, Paulla Speegle, welcomes pets and people who love them into their fun, destination store with nothing but lots of Aloha. The Aloha Pawz staff enjoys getting to know them and offers food, treats, toys, and other products to keep fluffy family members healthy and happy.

From conception Paulla aimed for Aloha Pawz to enhance the community by hosting events, providing local information for pet owners, and supporting local animal care shelters. Aloha Pawz offers Pet Adoption Days, hosts various free dog training seminars and collaborates with pet rescue organizations. Aloha Pawz advocates for pets who reciprocate with love and loyalty to their fleshy, flabby-faced humans.

Paulla and her husband, Kris, worked with SBDC when they opened an Allstate Insurance Agency in 2013. Paulla previously worked at Whole Foods Market where she gained health food knowledge, retail and leadership training.

In 2014 Paulla came back to SBDC with her Aloha Pawz business plan. "SBDC helped me jump start my business plan, so I had clear goals for opening and for obtaining an SBA loan. It was incredibly helpful to have Judi Mellon (SBDC advisor) assist me in preparing my financial statements. Judi and Lydia (Santiago) are encouraging and gave me the confidence to move forward and open Aloha Pawz. They are connected in the community and guided me as I needed it. "