

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



KE OLA MAGAZINE

Ke Ola Magazine is for those who love life on Hawai'i (aka Big) Island. This eye-catching publication shares inspirational stories about the land, culture, people and sustainable living.

Ke Ola was created by Barbara Garcia at the end of 2008, in the midst of economic uncertainty. Barbara felt a need to help small businesses reach people who live here, in addition to all the other publications that reached visitors. Barbara has been a small business advocate since she started her first marketing business in California in 1986 and had worked for several local publications in advertising sales.

Ke Ola is distributed free on Hawai'i Island and by subscription everywhere else. Many island residents look forward to sitting down with their bi-monthly copy Ke Ola to enjoy the beautiful art, learn more about the island, read an article about their neighbors, the history or uniqueness of the place, the multiple cultures that enrich our lives or how to better live with the ecology of Hawai'i Island.

Barbara began meeting with Judi Mellon of SBDC, East Hawai'i in 2015 to discuss how to grow and make the ownership of Ke Ola more satisfying. Barbara's goal has always been to enable others to share their talents for the benefit of community members. Ke Ola works with resident writers, artists, and a local graphic designer to keep money here, as well as to help local businesses flourish and spread their message to residents. "Working with Judi at SBDC has helped me expand my business, evaluate financial viability, gain perspective on how my leadership and vision can better serve others and be most satisfying to me. Ke Ola has never been about making lots of money, it is about enriching lives, supporting others and doing something I love."