Dear Andra,

Welcome to the 2019 First Quarter newsletter of the Hawai’i Small Business Development Center, O'ahu office. In this edition, read about the exciting possibilities for the new Entrepreneurs Sandbox, learn how our startup client Thu Yen Mac of West O'ahu Acupuncture started her business and is now serving all of West Oahu. Check out SBDC Day as well as what's happening with DoD and cybersecurity oversight.

Sign up for upcoming business events in the Calendar section.

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

Joseph Burns
Hawai’i Small Business Development Center Director, O’ahu

Governor Ige Proclaims SBDC Day on March 20, 2019

Governor David Ige issued an official proclamation declaring March 20, 2019 as SBDC Day. SBDC Day is a national, collective proclamation of the success and impact America’s Small Business Development Centers (SBDCs) have across the nation in economic development and the small businesses community. The third America’s SBDC Day will take place on Wednesday, March 20, 2019.

SBDC Day unites the nearly 1,000 SBDC centers across the country and the hundreds of thousands of clients they serve by sharing, in real time, the success stories and notable impacts SBDCs collectively have on the small business community at large. This special day will be celebrated with social media campaigns, public relations initiatives, online and in-person events and more.

#SBDCDay

Success Story: West Oahu Acupuncture and Integrative Medicine

Thu Yen Mac’s West Oahu Acupuncture and Integrative Medicine recently opened at the Lualani Village Shopping Center offering comprehensive and alternative medical care to the residents in the Ewa Beach, Kapolei, Makakilo and Ko'Olina community. She focuses on individualized care incorporating acupuncture, gua sha, botanical medicine, cupping, tui na, moxibustion, electro-acupuncture, herbal foot soaks, aromatherapy, and Tong Ren Therapy.
With many credentials, Thu Yen is certified by the Oriental Culture Institute and is the only acupuncturist to incorporate Tong Ren Therapy into her treatments in Hawai‘i. She is a Diplomate of Oriental Medicine by the National Certified Commission of Acupuncture and Oriental Medicine and a member of the Hawaii Acupuncture Association. Earning her Masters degree through 3,000 hours of academic and clinical training, she has also completed over 925 hours in patient care clinic rotations in hospitals and medical centers.

Procurement: DoD Addresses Cybersecurity Oversight

On January 21, 2019 the Undersecretary of Defense for Acquisition and Sustainment issued a memo instructing the Defense Contract Management Agency (DCMA) to begin “Addressing Cybersecurity Oversight as Part of a Contractor's Purchasing System Review”. Specifically, the DCMA has been instructed to begin validating contractor compliance with DFARS 252.204-7012; and in particular they will be checking to make sure that DoD requirements and Controlled Unclassified Information (CUI) marking/distribution statements are being properly flowed down to Tier 1 suppliers, as well as reviewing contractor procedures for assessing the compliance of their Tier 1 suppliers.

In addition to this new DCMA emphasis on contractor compliance and supply chain cybersecurity risk management, other government groups and agencies have begun auditing prime contractors, using the NIST 800-171A assessment guide as the standard for compliance audits.

America's SBDC 2019 Legislative Meeting Held in Washington D.C.

U.S. Senator Mazie Hirono and Cathy Wiltsie, State Director, Hawai’i SBDC

Cathy Wiltsie, Hawai’i SBDC State Director, later met with the Hawai’i congressional delegation, including U.S. Senator Mazie Hirono, Mika Morse, Deputy Legislative Director for U.S. Senator Brian Schatz, U.S. Representative Tulsi Gabbard and U.S. Representative Ed Case.

America’s Small Business Development Centers (SBDCs), SBDC leaders, advisors, clients, partners, and stakeholders gathered in Washington, D.C. for the annual ASBDC 2019 Legislative Meeting from February 8-14, 2019. In addition to the ASBDC board meeting, agenda items included meetings of the Accreditation Committee, the ASBDC Business Meeting, a roundtable for minimally funded states, and one for newly appointed State Directors, among others.

All were very interested to hear about the challenges and successes of small businesses in their home districts, and offered their support for pending small business legislation. Discussions included topics such as disaster response, program funding, and access to capital.

Attendees later met on Capitol Hill for the fifth annual Client Showcase and Reception on Tuesday, February 12, 2019. U.S. Representative Steve Chabot of Ohio, Ranking Member of the Committee on Small Business, addressed the reception guests. Several
of his colleagues also visited the reception, in which America’s SBDC Network showcased 11 SBDC clients from across the country.

Calendar - Sign Up Now

03/14/19: HiSTEP 2019: E-Commerce Solutions for Hawaii Companies
03/27/19: SBA Resource Day at First Hawaiian Bank, Pearl City
03/30/19: SBA Resource Day at Central Pacific Bank, Ewa Beach

In the Media

The Top 3 Small Business Trends on the Rise in 2019
SBDC Day is March 20, 2019
Pacific Business News: How to do Succession Planning Right

Quote of the Quarter

"The Enemy of Accountability is Ambiguity"

-Patrick Lencioni