simplicityHR by ALTRES Provides COVID-19 Resources for Hawaiʻi Businesses

simplicityHR by ALTRES is a leading provider of payroll and HR outsourcing services, supporting Hawaiʻi businesses for more than 50 years. As a Professional Employer Organization (PEO), they help companies with their back-office tasks. Their clients rely on them to provide expert payroll processing, HR administration and compliance, workers’ compensation, and benefits administration. Their role has become even more crucial amid the current global pandemic.

How does HR outsourcing help a business during tough times?

At the start of the pandemic, they created a COVID-19 Employer Resources website full of communication tools, templates, employment news and daily insights. They continue to update the page daily with new resources to keep up with the ever-changing business environment.

Following are two examples of the free resources you can find on their site:

Alternative Funding Options and Resources for Hawaii Businesses

Reopening Hawaii: Considerations for Employers

For their clients, an experienced team of experts have been working tirelessly to provide pandemic support, including:

* Assistance with unemployment claims

Dear Andra,

Welcome to the 2020 Third Quarter newsletter of the Hawaiʻi Small Business Development Center, Oʻahu office. In this issue, learn what Lydgate Farms is doing to survive the pandemic, how your business can participate in government contracting, and what the SBA has done to upgrade its certification system.

Remember to sign up for upcoming business events in the Calendar section. I hope you find this issue valuable and welcome your comments. Like us on Facebook, recommend us on Yelp, see our YouTube channel, and connect with us on LinkedIn.

Joseph Burns
Hawaiʻi Small Business Development Center
Director, Oʻahu

Kauaʻi Island's Lydgate Farms Pivots to Online Marketing Model

Lydgate Farms on the island of Kauaʻi in Hawaiʻi is a grower of high-quality cacao, from which they produce award-winning artisan chocolate products and an array of other small-batch, single origin, value-added agricultural products such as vanilla beans and wild honey among others. Pre-pandemic, Will Lydgate, the founder and CEO and 5th generation Kauaʻi farmer, was executing a growth plan, which was created with the ongoing support of the Hawaiʻi SBDC. The plan included vertical integration, acquisition of additional orchard land, and an export effort, starting with Japan.

But when the state shut down the visitor industry, suddenly the viability of the business was threatened due to the lack of tourists, who previously made up the majority of Lydgate’s customers. Starting in March of 2020, there were no visitors participating in the popular farm tour, chocolate tasting activities, and making gift shop purchases. These popular activities were a significant source of pre-pandemic revenue which were immediately cut off, making the continuation of cacao cultivation and production operations difficult at best.

With the assistance of the Hawaiʻi SBDC, Lydgate developed a strategic outline for navigating through the crisis. He immediately shifted his focus internally, making sure that his staff of five was taken care of through SBA assistance programs such as the Paycheck Protection Program (PPP) and the Economic Injury Disaster Loan (EIDL). The Hawaiʻi SBDC provided guidance on the application process, and later on how to achieve maximum PPP forgiveness. Expenses were cut significantly.

At the same time, Lydgate revamped his online marketing, which included suggestions from the Hawaiʻi SBDC on reworking the product mix, refining the associated online marketing campaign, and reorganizing
*Safety training and recommendations

*Creating invaluable features on HR Symphony®, their proprietary human resources information system (HRIS), such as:

- Customized Payroll Protection Plan (PPP) loan reporting
- Customized PPP Loan Forgiveness Reports
- Rehiring module to bring back employees
- Daily COVID-19 self-screening questionnaire for employees

With personalized support and guidance from a dedicated, Hawaiʻi-based team, clients of simplicityHR by ALTRES can be stronger and more resilient in the face of challenges ahead.

If you have any COVID-19-related workplace questions or want to find out how they can make business simple for you, contact their Human Resources Consultant, Emily Yoshimura at emily.yoshimura@altres.com or (808) 591-4978.

When sales revenue is re-established with some consistency, the focus will include reviving the export component of the growth plan by participating in the HISTEP Grant (Hawaiʻi SBA SREP Grant) to identify and create export opportunities. HISTEP program elements consist of Export Readiness Assistance, Company Assistance and Hawaiʻi Pavilions. The Hawaiʻi SBDC will be ready to assist in this effort, contributing to the long-term viability of the company, preserving and expanding jobs, and supporting the emergent craft chocolate industry in Hawaiʻi.

https://lydgatefarms.com/
(808) 821-1857

SBA Upgrades Certification System

The U.S. Small Business Administration (SBA) is modernizing the certification management experience. You may apply for and manage your Woman Owned Small Business (WOSB), Economically Disadvantaged Woman Owned Small Business certifications in the easy-to-use single system. Find out if your business qualifies.

Learn more

SBA
U.S. Small Business Administration

Hawaiʻi PTAC Now Accepting Clients

Interested to learn about selling to the government? Would you like to increase your government contracting business? Register with HPTAC and learn about new opportunities.

Learn more

Calendar - Sign Up Now

08/20/2020: Small Business Regulatory Review Board Meeting

08/21/2020: AAPI Young Leaders Summit 2020

08/28/2020: The Impacts of COVID-19 on Small Businesses with Contracts

In the Media
The Right Way to Handle a Positive COVID-19 Case at Work

Avoid Distractions and Stay Motivated When Working from Home

10 Proven Strategies to Increase Employee Productivity

Quote of the Quarter:

"Life is 10 percent what happens to you and 90 percent how you react to it."

-Charles R. Swindoll