



Kamakani

First Quarter 2022 | Volume 11, Number 1

Hawai'i Small Business Development Center O'ahu Center Newsletter



Accomplished Small Business Advisor Cynthia Yamasaki Assumes O'ahu Center Leadership

Cynthia Yamasaki has more than three decades of business experience, working in a variety of leadership roles in the corporate and nonprofit sectors, and as a small business owner. Her multi-faceted background, extensive training, and local values provide her with an unparalleled perspective on life, leadership, entrepreneurship, and business success.

Cynthia's previous experience includes working as the director of the Patsy T. Mink Center for

Aloha Andra,

Welcome to the Hawai'i SBDC newsletter for Quarter 1, 2022. This will be my last newsletter as the O'ahu Center Director. It has been both challenging and fulfilling to serve in that role for more than 10 years. I am pleased to announce that Ms. Cynthia Yamasaki has assumed the O'ahu Center Director position, and I am confident she will excel in that role.



I'm not going away - now as the Associate State Director, my role is to work with all of our statewide Centers to support our efforts in assisting businesses to form, grow, and thrive. Thanks so much for reading over the years! Take care,

Joseph Burns
Associate State Director

[COVID-19 Federal Resources](#)

Cyber Readiness Institute

**CYBER READINESS
INSTITUTE**

Cyber risk is on the rise. The Cyber Readiness Program can help you protect your data, your employees, your vendors, and your customers. This free, online program is designed to help small and medium-sized enterprises become more secure against today's most common cyber vulnerabilities. Hawai'i businesses can complete the program on their own, or with the assistance of a Hawai'i SBDC business Advisor.

[Cyber Readiness Institute](#)

Business and Leadership at the YWCA of Oahu; the outreach, marketing, and loan specialist at the U.S. Small Business Administration; the vice president of workforce development at First Hawaiian Bank; the vice president of human resources at Title Guaranty of Hawaii; the vice president of human resources at GE Capital of Hawaii; a training administrator and revenue management group manager at Sprint; and a business loan officer at Bank of Hawaii. She was an adjunct instructor at Argosy University, teaching business courses in human resources, leadership, and business strategy.

Cynthia was a Better Business Bureau Hawaii Torch Awards for Ethics Nominee in 2017 and was named the Women in Business Champion by the U.S. Small Business Administration in 2014. She holds a master's degree in business administration from the University of Phoenix and a bachelor's degree in business administration specializing in finance from the University of Hawaii at Manoa. She is certified as a Six Sigma Master Black Belt, Peer Counselor, and is an accredited Color Accounting workshop leader.

Cynthia enjoys nature walks with her dog, gardening with her mom, and she volunteers as an instructor for the St. Francis Healthcare education program for caregivers.

Cynthia has already made significant contributions to the success of Hawai'i SBDC clients.

Contact Us

[About Us](#)

[Business Events Calendar](#)

info@hisbdc.org

(808) 945-1430

Hawai'i SBSC Launches Completely New Website



The Hawai'i Small Business Development Center (HISBDC) recently launched a completely new website where people can register for no-cost business advisory services, whether they want to start a new business or have an existing business. The site also features the success stories of previous clients, location-specific pages for East Hawai'i (Hilo) West Hawai'i (Kailua-Kona), Maui, O'ahu and Kaua'i. The Resources section has information on disaster recovery, economic research and other links. Additional pages include the Business Events Calendar, the Business Research Library and Cybersecurity for small businesses.

As a resource partner of the US SBA, the HISBDC has been providing no cost individual business advisory services, such as help with access to capital, financial and marketing management and assistance with business startups for more than 30 years.

[Check out the new site!](#)

Hawai'i SBDC O'ahu Office Exceeds 2021 Performance Goals

The O'ahu SBDC office exceeded all of our performance goals for client assistance in 2021. Following are some of the key metrics, our performance, the goal, and the percentage of the goal achieved. Many thanks to the continuing efforts of our dedicated team.

Metric	Performance	Goal	% of Goal
Number of Unique Clients Served	429	341	126%
Jobs Created	266	132	202%
New Capital Invested	\$21,260,803	\$17,304,260	123%
Sales Revenue Increase	\$13,013,853	\$12,112,982	107%

[Sign up for No-Cost Advisory Services](#)

Calendar

[02/15/2022: Grow with Google: Marketing for Small Business - 3-Part Series](#)

[02/24/2022: Intellectual property basics and helpful resources](#)

[03/08/2022: How to Start a Business in Hawai'i](#)



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



Not a *Kamakani* subscriber?

[Sign Up Here](#)

This space is available for your advertisement - contact us for details.

In the News

[5 Reasons You Might Be Rejected for Financing](#)

[It's Not a Mystery Why People are Leaving Hawai'i](#)

[How to Engage Remote Employees in 5 Simple Steps](#)

IN THE NEWS

Quote of the Quarter

"If opportunity doesn't knock, build a door"

--Milton Berle



UNIVERSITY
of HAWAII
HILO



[View as Webpage](#)

Hawai'i SBDC Network | 677 Ala Moana Blvd., Ste. 612, Honolulu, HI 96813

[Unsubscribe {recipient's email}](#)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by andra.tejerogaspar@hisbdc.org powered by



Try email marketing for free today!