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

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

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

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.

COVID-19 Federal Resources

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.

**Hawai’i SBDC 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.

**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.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Performance</th>
<th>Goal</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Unique Clients Served</td>
<td>429</td>
<td>341</td>
<td>126%</td>
</tr>
<tr>
<td>Jobs Created</td>
<td>266</td>
<td>132</td>
<td>202%</td>
</tr>
<tr>
<td>New Capital Invested</td>
<td>$21,260,803</td>
<td>$17,304,260</td>
<td>123%</td>
</tr>
<tr>
<td>Sales Revenue Increase</td>
<td>$13,013,853</td>
<td>$12,112,982</td>
<td>107%</td>
</tr>
</tbody>
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**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
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

Quote of the Quarter

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

---Milton Berle