



UNIVERSITY of HAWAII®
HONOLULU
 COMMUNITY COLLEGE

SUMMER 2016 HAWAII SMALL BUSINESS FAIR

“Launch Your Dreams into Reality”

Sponsored by DBEDT & Honolulu Community College

Saturday, August 6, 2016, 7:30am to 1:00pm

Honolulu Community College, Building 2, 874 Dillingham Blvd.

7:30am Registration begins. Exhibits open 7:30am to 12:00pm ~ Visit them before and between class sessions!

Pre-register for workshops by August 1, 2016, at <http://smallbizfair2016-2.eventbrite.com>

Event walk-ins will be accommodated on a space available basis. Workshop topics subject to change without prior notice.



First Session: 8:15 a.m. – 9:45 a.m.	Second Session: 10:00 a.m. – 11:00 a.m.	Third Session: 11:30 a.m. – 1:00 p.m.
Websites: Your 24/7 Sales Person. What are the features of an effective website? How much does it cost to design one; and how do I maintain it?	Researching Your Market for Success. Utilize free research tools and data to maximize success in your market segment and monitor market changes.	Social Media Marketing. Learn how to utilize the most effective ways to reach your customers through various social platforms.
Accounting Concepts Made Easy. Learn about the elements on a financial statement. Empower yourself with a working vocabulary of accounting terms and concepts.	Federal Income Tax Basics. Learn income tax fundamentals pertinent to small business owners.	General Excise Tax, Demystified. Very different from income tax, GET applies to all Hawaii businesses. Learn when, how, and what to report, file, and pay.
Government Contract Certifications. Small, women-owned, veteran-owned, and other certifications can help you win a U.S. gov't contract. Learn how!	Export/Import Businesses. Learn how to expand your business internationally and grow your profits.	Financing Options for Small Business. Get a handle on the various types of loans available; how to qualify and put a loan package together.
QuickBooks: Overview of the Basics and Beyond. After learning basic tips on how to use the program, learn more advanced tricks for small businesses.	Disaster Preparedness & Business Continuity Planning. Business disruption can reduce profits and increase expenses. Learn about a free tool to plan for business continuity after disasters.	Starting A Food Business & Health Regulations. Tips on how to start a food business and how to successfully comply with important health regulations.
Business Plans – Road Map to Success. Discover the elements of a solid business plan: mission statement, management, competition research, budget, marketing and more.	Maximizing Profitability & Cash Flow. What are the main factors that drive business profitability? Learn how to measure these factors and improve them.	Design Think. Inspiring hands-on session to learn how to problem-solve using a creative method that focuses on human needs and empathy.
Legal Expert: Patent, Trademarks & Copyrights. A discussion on the biggest Intellectual Property mistakes businesses make and how to avoid them.	Legal Expert: Employment Law for Small Business Owners. Learn how to tackle common workplace issues including, discrimination and harassment, wage and hour, investigations, reasonable accommodations and employee classifications.	Legal Expert: Critical Legal Issues for Start-Ups. Gain insight on critical legal issues for starting a business, including business entities, contracts, and effectively managing your legal resources.
Business Counseling. By Confirmed Appointment with SCORE Only.	Business Counseling. By Confirmed Appointment with SCORE Only.	Business Counseling. By Confirmed Appointment with SCORE Only.

Organizing Committee: Honolulu Community College, HI Dept. of Business Economic Development & Tourism, Leeward Community College, Small Business Development Center (SBDC), DCCA Business Action Center, and Internal Revenue Service. **Exhibitors:** US Small Business Administration, DCCA, SCORE, HI Dept. of Transportation, HI Dept. of Taxation, HI Dept. of Agriculture, Office of Hawaiian Affairs, Hawaii PTAC, Local Banks, and many more.

For information, call (808) 945-1430 or (808) 694-8332.

Reasonable arrangements for persons with disabilities will be made if requested by calling **(808) 587-2757** by 7/20/2016.