

FAST FACTS



Description: The theme of the **2018 Hawaii Small Business Conference** is “Plan, Build, Grow: Mapping A Pathway to Success.”

Attendees will hear from experts, and successful business owners, on Customer and Employee Engagement, Business Growth and Scaling, Social Media Management, Innovation, Tax Strategies and more.

The event coincides with National Small Business Week, an opportunity to recognize the critical contributions of America’s entrepreneurs and small business owners.

Attendees can choose to attend one or both days. On Day 1 the Conference will feature keynote speakers and panel sessions involving local successful business owners.

On the second day, the Conference offers four workshops, with two running concurrently in the morning and two in the afternoon.

Cost is \$95 per person for the full-day Conference on May 2nd and includes lunch. The May 3rd Workshops are \$35 per workshop with an additional charge for lunch. Attendees can also save \$10 by registering early by March 31st for the full-day Conference.

Presenters: This event is presented by the **County of Maui Mayor's Office of Economic Development** in partnership with **Maui Economic Development Board**.

The Mayor’s Office of Economic Development is Maui County’s center for advocacy for business development and entrepreneurship for all sectors of our economy. They are dedicated to creating synergy from government to the private sector in Energy, Agriculture, Tourism, Culture and Arts, Film, Workforce Development, and Business Development; and are a catalyst for diversifying Maui’s economy.

The Maui Economic Development Board (MEDB) is a 501(c)(3) not-for-profit corporation established in 1982 with a mission to diversify Maui County’s economy, building pathways to innovation, jobs and opportunity for our residents. Through partnerships with the public and private sector, MEDB undertakes projects that assists growth industries with navigating and thriving in our county, educates and trains residents for new careers, and engages our community in forums that determine future economic directions.

HAWAII SMALL BUSINESS CONFERENCE FAST FACTS – continued

Location: Maui Arts & Cultural Center
One Cameron Way, Kahului, HI 96732

Event Date: May 2-3, 2018

**Featured
Speakers:** **Keynote Speaker Karen McCullough**

Karen McCullough is on a mission to get businesses excited about delivering WOW service. The Millennial Evangelist, Karen is an inspiring business speaker, who draws on her varied background as an educator, businesswoman, entrepreneur, and retail CEO to enlighten and entertain audiences from some of the world's top businesses, universities, and associations. She helps organizations and leaders cut through the generational stereotypes and get back to reality by leveraging their team's strengths, enriching the work environment, and driving better results. For the last 15 years, Karen has been developing creative solutions and implementing innovative methods inspiring people to connect, collaborate, and welcome change. Each of her presentations brings a realistic perspective on the future of work. And, she is a lot of fun!

Karen will be speaking on Day 1 on Going Beyond Your Brand – Delivering WOW Service and then moderating a panel on Getting the Work Done – Staffing for Success. She will go deeper into Customer Service in workshop on Day 2.

Gwen Woltz – Social Media Strategist

Gwen Woltz is a mother, creative, and entrepreneur. A fine art, graphic design and marketing background, in 2009 she followed her passion and co-founded Wahine Media. She helps clients to envision their perfect world on social media, then maps the most effective route to get there. A leading social media strategist and one of the early voices in the social media revolution in Hawaii, she has been on the front lines from the beginning and knows what works. She has guided clients from Hawaii and beyond in a variety of industries through their social media journey—from budget to best practices—as they embraced new ways to connect with their audience. A resident of Hawaii for 16 years, she now shares her time between Northern California and Hawaii. Connect with her at <http://wahinemediacom.com> or gwen@wahinemediacom.com.

HAWAII SMALL BUSINESS CONFERENCE FAST FACTS – continued

Gwen will be speaking on Day 1 on “Social Media Reality Check: Gone Are the Days of “Free”, followed by a Panel where she will lead a discussion with three businesses of Maui leading the way in social media. Gwen will present a workshop on Day 2 on “Maximizing Your Social Media Budget”

Omar Sultan – Sultan Ventures

Co-founder of Sultan Ventures and Founding and Managing Partner of XLR8UH, the University of Hawaii’s award winning venture accelerator focused on mentoring and investing in UH affiliated innovations. Omar Sultan has received personal and professional accolades including being recognized in 2014 along with his brother Tarik, as the Hawaii Venture Capital Association’s Investors of the Year; in 2015 by Hawaii Business Magazine’s 20 for the next 20, and by Pacific Business News’ Forty under 40. In 2017, XLR8UH was ranked as one of the top 30 accelerators in the USA.

Omar holds a BSM in Finance from Tulane University’s AB Freeman School of Business, and an MBA from the Shidler College of Business.

Omar will be speaking on Day 1 on Scaling Your Business and moderating a panel on Shaping a Game Plan for Growth

Event

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