



Plan, Build, Grow: Mapping a Pathway to Success

May 8-9, 2019 | Maui Arts & Cultural Center

WEDNESDAY, MAY 8, 2019

7:00 AM Registration and Continental Breakfast | Sponsored by The Maui News

8:00 **WELCOME** | McCoy Theater

Invocation | The Rev. John A. Hau'oli Tomoso

Remarks | Leslie Wilkins, Maui Economic Development Board

Mayor Michael Victorino, County of Maui

ENGAGING EMPLOYEES AND CUSTOMERS FOR BUSINESS SUCCESS

8:15 **Opening Keynote | The 7 Essential Systems for Small Business Success**

Learn effective systems to achieve consistent results to build your business. Discover how to leverage the power of your business brand and how to out-train and out-operate the competition.

TJ Schier, Speaker & Consultant - Hospitality Management, Franchise Conventions, Restaurant, Franchisee, Guest Service and Training

9:00 **Engaging Your Front Line Increases Your Bottom Line** | TJ Schier, Moderator

TJ will be joined by three business owners to discuss how they attract and retain employees and other tips for engaging their employees and their customers.

Danny Boren, Skyline Eco Adventures

Lisa Paulson, Maui Hotel & Lodging Association

Kim Svetin, Moloka'i Drugs, Inc.

9:45 **TALK STORY: Customer Service with Aloha**

Rachael Ray, U'i Gallery

Rachael Ray and her husband, Duke, created an oasis of aloha with U'i Gallery providing the local service of an old mom and pop shop, where customers become family and time is spent sharing aloha.

10:00 **Networking Break** | Sponsored by Grow with Google | McCoy Courtyard

SUCCESSION PLANNING AND HOW DO YOU PREPARE FOR RETIREMENT

10:30 **Planning for Long-term Success** | Frank De Rego Jr., MEDB, Moderator

As a business owner you have had an idea, seeded it, watched it grow, and brought it to maturity. But, what planning have you done to reap the best value from all your hard-won accomplishments once you decide to retire? Our panel with expertise in law, tax, and economic development will look at the in-and-outs of succession planning and retirement.

Peter Horovitz, Merchant Horovitz & Tilley

Robert Kawahara, CPA, Kawahara + Company

Teena Rasmussen, Skog Rasmussen LLC

11:30 **Networking Lunch** | Sponsored by Pacific Media Group | McCoy Courtyard



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THE FUTURE IS HERE—TECHNOLOGY YOU SHOULD KNOW ABOUT

- 12:30 **Google My Business | Free Tools to Empower Small and Midsize Businesses (SMBs)**
Jules Kremer, Google
There are so many tools out there, but it's hard to juggle running a business, empowering your employees, and taking care of customers -- on top of staying up to date. Gain insights on free Google apps, and learn about what's possible to help you scale in these 3 areas.
- 1:00 **Get Seen | Video Marketing for Small Business**
Michael Powers, Former CBS Interactive, Splash Inc., and YouTube
More and more businesses are using video for marketing. Learn what it takes to produce your own videos, from what tools you need to creating content that's fresh and engages your audience to build your online presence.
- 1:30 **TALK STORY: Game Changer | Using YouTube for Marketing**
Teri Edmonds, If the Shoe Fits
Cobbler, artist, fashion designer and entrepreneur, Teri Edmonds will talk story on how she is building a following (and sales) through using video to promote her company, If the Shoe Fits.
- 1:45 **Networking Break | Sponsored by ProService Hawaii | McCoy Courtyard**

WHEN BAD THINGS HAPPEN TO GOOD COMPANIES

- 2:15 **Fraud Prevention for Small Business**
Will Bales, FBI Oahu
Fraud affects 1 in 4 small businesses every year. Special Agent, Will Bales, supervisor over FBI's Honolulu Cyber squad will provide tips on preventing fraud – from cyberattacks to company embezzlement.
- 2:45 **TALK STORY**
Jason Higa, Zippy's Restaurants
Jason Higa will talk about Zippy Restaurant's experience when they were hit by a data-breach and share how other Hawaii companies can avoid what they experienced.
- 3:00 **Lessons Learned from Being Attacked | Gerry Smith, MEDB, Moderator**
The three presenters on this topic come together with MEDB's Gerry Smith for a round-table discussion on the lessons learned from being attacked, when to call in law enforcement and what to expect in the process.
Will Bales, FBI Oahu
Jason Higa, Zippy's Restaurants
Russell Adkins, Maui Brewing Company

CLOSING KEYNOTE AND REMARKS



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3:45 Aloha Connects
Pono Shim, Oahu Economic Development Board
Building a successful business is not only about keeping an eye on the competition and profit, but it is also an exercise in collaboration and building community which, in turn, creates prosperity for all. In this recap of our day together, Pono will explore the wisdom that Native Hawaiian values can bring to our endeavors.

4:30 Closing Remarks

THURSDAY, MAY 9, 2019 – WORKSHOPS *(additional registration required)*

8:30 AM Registration for 9:00 AM Workshops

9:00 The 7 Essential Systems for Small Business Success | Higashi Meeting Room
TJ Schier, Keynote Speaker

Ever wonder how some small businesses seem to thrive while others struggle? Great business owners leverage the power of their brand and accelerate success by utilizing effective systems to achieve consistent and results to build their business...even when they are not there! Small business owners need to out-train and out-operate the competition since we can't out-market them. How?

- *Recruiting & attracting the RIGHT talent to win*
- *Creating a Customer Service Culture to beat the competition*
- *Training...until they can't get it wrong*
- *Operational blueprint to accelerate performance*
- *Sales & Profit 'Radar' to maximize the top- and bottom-line*
- *Owning the local community*
- *Incentivizing & Rewarding Performers*

Take ownership of the experience and the outcome and watch your business thrive!

Tax Strategies for Small Business | Haynes Meeting Room
Robert Kawahara, CPA, Kawahara + Company

An area of great interest to small business is a strategy to reduce taxes, and CPA firms are uniquely positioned to assist. Join Robert Kawahara, Managing Member of Kawahara + Company, LLC., Maui's largest CPA firm, as he provides valuable information on how to reduce taxes for your business.

Keep up with the latest changes and learn how to plan ahead.

12:00 PM Networking Lunch | Yokouchi Pavillion *(additional registration required)*



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12:30 **Registration for 1:00 PM Workshops**

1:00 – 4:00 PM **How to Use Free Tools to Grow Your Community and Business** | Higashi Meeting Room
Alexandrina Garcia-Verdin and Jules Kremer, Google

Join Alexandrina and Jules on this hands-on journey, exploring different solutions that help multiply your impact and amplify your voice within your communities using free Google apps. We encourage you to bring your computer to follow along:

- *Setting up products like a hub for your customers to connect with you*
- *Building dashboards*
- *Speeding up analytical insights*
- *Sharing your expertise as thought leaders to build your brand, etc.*

No technical skills are required, just enthusiasm and curiosity. It is strongly recommended to have Chrome as a browser, but if you do not use Chrome that is fine too.

Intellectual Property and Branding | Haynes Meeting Room

McKeon Sheldon Mehling (A Limited Liability Law Company), Bill McKeon, Shannon Mehling, and Rebecca Filipović

Trademarks are often times a company's most valuable asset. William McKeon, Keri Mehling and Rebecca Filipovic will host a discussion on trademarks and branding before engaging participants in an interactive workshop on how to select and protect your brand. This workshop will cover:

- *What trademarks are, why they are important*
- *How to develop a strong trademark*
- *How to do trademark searching in the USPTO and Internet*
- *How to protect your trademark through use and registration*



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