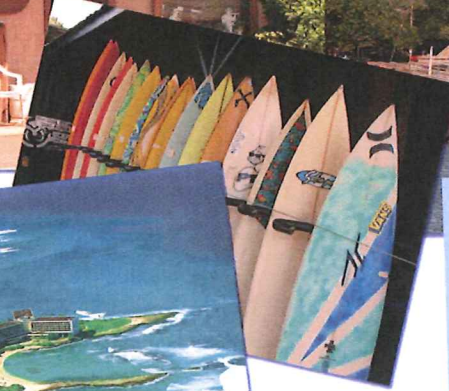
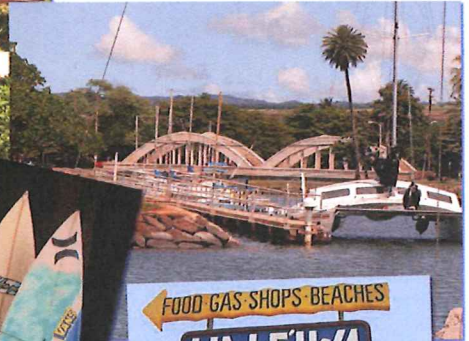
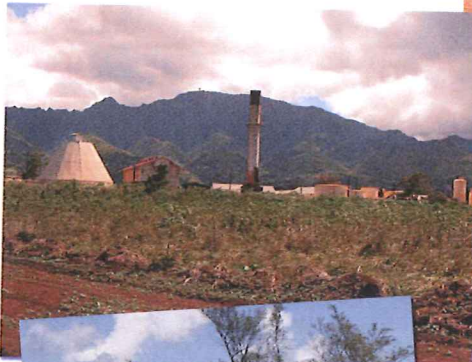
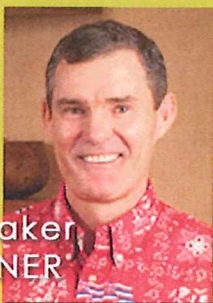


# North Shore Chamber of Commerce THIRD ANNUAL BUSINESS EXPOSITION



Mahalo to our supporting sponsors



Guest Speaker  
DON HORNER

We are pleased to bring you the 3rd Annual Business Expo! It is a priority of the North Shore Chamber of Commerce to offer our members and the North Shore business community a venue for developing sound business practices and accessing professional services.

The Expo offers six 45-minute seminars on a variety of relevant topics as well as the opportunity for businesses to promote themselves in the exhibitor area. This year we are pleased to announce that our keynote speaker is Don Horner, CEO of First Hawaiian Bank and Board Chair of the Hawaii Tourism Authority.

Join us at Turtle Bay Resort for a day of revitalizing business strategies, preparing for the future, and networking with other North Shore business owners.

Download registration forms at [GoNorthShore.org](http://GoNorthShore.org)

May 25, 2011  
Turtle Bay Resort  
8:00am - 6:30pm

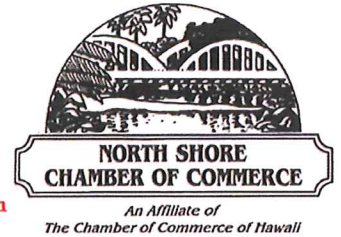
Registration includes continental breakfast, lunch, and cocktail reception PLUS six seminars on topics that will help you in your business - all for only \$40 for members and \$50 for nonmembers!

Don't Miss This Incredible Opportunity to Get in Front of Valuable Customers from the North Shore!

Early Bird Discounts available for Exhibitors that Register by May 6th!

# North Shore Chamber of Commerce THIRD ANNUAL BUSINESS EXPOSITION

MAY 25, 2011 | TURTLE BAY RESORT | KUILIMA BALLROOM | 8:00am - 6:30pm



## ATTENDEE & EXHIBITOR REGISTRATION

*Attention Exhibitors!  
Register by May 6 to receive  
an Early Bird Discount!*

### REGISTRATION INFORMATION

First Name	Name For Badge/Nickname
Last Name	
Title	
Organization (No Acronyms, PLEASE)	
Street Address	
City	STATE/Province
Country	Zip/Postal Code
Phone	Fax
E-Mail	
Emergency Contact	Phone Number

Will you be attending as an Exhibitor or Attendee - please check appropriate box:

- Exhibitor - Proceed to EXHIBITOR BOOTH INFORMATION  
 Attendee - Proceed to ATTENDEE FEES & SEMINAR SELECTIONS

### EXHIBITOR BOOTH INFORMATION

As an exhibitor your 10' x 10' booth will include:  
 - (1) Booth Sign - (2) Badges  
 - (1) Draped 8' table - (2) Chairs

Name of Booth (for Sign)
Name on Badge #1
Name on Badge #2

For each additional person there will be a fee of \$25.  
 Yes, there will be \_\_\_\_\_ additional people in our booth.

A Conference Services Manager will be contacting you to further discuss the details of your required set-up.

### ATTENDEE FEES\*

- \$40 Members of the North Shore Chamber of Commerce  
 \$50 Non-Member (Groups of 2 or more, 20% off)

\*Fee includes continental breakfast, lunch, cocktail reception and six seminars.

### EXHIBITOR FEES & MEMBERSHIP INFORMATION

#### EARLY BIRDS - Register by MAY 6<sup>th</sup>:

- \$200 Members of the North Shore Chamber of Commerce  
 \$335 I would also like to join the NSCOC\* TODAY!  
 \$380 Non-Member

#### Register by MAY 20<sup>th</sup> - No Discount:

- \$220 Members of the North Shore Chamber of Commerce  
 \$360 I would like to Become a Member of NSCOC\* TODAY!  
 \$400 Non-Members

#### \*JOIN TODAY! Benefits of Membership:

- Inclusion in brochures such as the "Welcome to Historic Haleiwa/North Shore" and future Member Directory.
- Networking at Business After Hours & other events
- Representation of North Shore to government & visitors
- Free listing on website and linkage with your site
- Discounts off events, meetings, & workshops
- Events that promote Haleiwa and the North Shore
- Projects that improve area/business climate

### PAYMENT INFORMATION

- Register by Phone. Call the Chamber at 637-4558  
 Fax Payment By Credit Card To : 637-4556  
 VISA  Mastercard

CREDIT CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_ \$ amount to charge \_\_\_\_\_

Check Enclosed \$ \_\_\_\_\_ TOTAL AMOUNT ENCLOSED

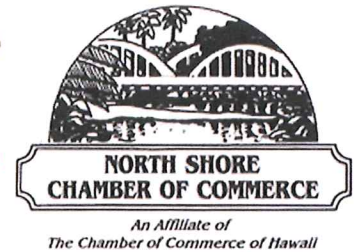
Mail Check Payments To:  
 North Shore Chamber Of Commerce  
 PO Box 878  
 Haleiwa, HI 96712

### SPONSORS



# North Shore Chamber of Commerce THIRD ANNUAL BUSINESS EXPOSITION

MAY 25, 2011 | TURTLE BAY RESORT | KUILIMA BALLROOM | 8:00am - 6:30pm



## SEMINAR DESCRIPTIONS

### SUCCESS SKILLS FOR RETAIL SALES | Ron Martin

This session will demonstrate the difference between selling and clerking. Too many people think they are one in the same. When salespeople truly sell everyone wins; the customer most of all. Learn how to do this without the pressure that nobody likes and too many salespeople apply.

### BUSINESS SUCCESSION PLANNING | Glennel Warren & Elsa Agdinaoay

Understanding how to ensure that the business interest of either a deceased, disabled or departing owner is effectively transferred to the company or co-owners in accordance with predetermined, mutually agreed upon guidelines.

### 7 TRADE SECRETS TO INCREASE PROFITS WITH THE INTERNET | Nate Burgoyne

How can you get to the top of Google for FREE? What does it take to convert website visitors into buyers? In this workshop you will learn 7 online marketing trade secrets to quickly increase profits for any local business.

### MARKETING FUNDAMENTALS FOR SMALL BUSINESSES | JODI WILMOTT

Build your small business or brand by identifying your unique position in the marketplace. Explore your business/brand personality; your customer; points of differentiation; visibility and publicity; social presence; customer relations; and loyalty.

### EMPLOYMENT LITIGATION PREVENTION | John Knoreck, Esq.

Ten Common Mistakes That Get You Sued and How to Avoid Them

### STICK TO YOUR DAY JOB | Matt Delaney

Entrepreneurs are the backbone of the Hawaiian economy. Though over time as these businesses grow, the burdens of employment and financials can often chip away at passion and pull attention away from areas of expertise.

### EMPLOYEE BENEFIT STRATEGIES | Noel Mau

Many businesses today face three major challenges: 1) Retention and Recruitment; 2) Rising Cost of Benefits; and 3) Providing a Competitive Benefit Plan. Come and learn some strategies on how your company can have a low cost benefit plan that attracts good quality talent and keeps your business competitive.

### SMALL BUSINESS FINANCING | Mary Dale, SBA

Financing for small business owners and also covering the information on your personal credit and how that affects the loan application process.

### UNLOCK THE KEYES TO SUCCESSFUL NETWORKING | Mark Seery

In this session you will learn the best practices of networking a mixer and other needed networking tools.