



September 16, 2008

Chamber Hosts Inaugural Business Expo by First Hawaiian Bank

Are you an entrepreneur with a great idea for a new business but just don't know how to get started? Perhaps you're looking to revitalize your business or just survive these challenging economic times. Maybe you are retiring and need to know how to pass along your business to the next generation.

The inaugural business expo held on October 21st at the Turtle Bay Resort and hosted by the North Shore Chamber of Commerce will help you with these and other challenges facing the North Shore business community. Especially now is the time to promote your business rather than pulling back. The Business Expo is a great way to get your name and product out there and to take advantage of learning from a variety of experts for a nominal amount. One can attend the Expo all day for \$20, which includes lunch and Business After Hours, thanks to our sponsors. Exhibitor booths are available at a member rate of \$200.

Beginning with a meet and greet at 8am, vendors and attendees will get the chance to network with the professional services and customers they need to start their business, grow their business, or pass along their business. Attendees have the chance to participate in six 45-minute seminars on the following topics.

- ✓ Trademark, Patent, and Copyright Law - Martin Hsia
- ✓ What Is Historic About Haleiwa? – Francis Forsythe and Boyd Ready
- ✓ Marketing/Branding – TBD
- ✓ Business Plan Preparation – Amber Doig
- ✓ Succession Planning – Ken Gilbert
- ✓ Customer Service – Ron Martin
- ✓ Crime and Loss Prevention – Jason Lui-Kwan
- ✓ Small Business Administration Loans – Andy Poepoe
- ✓ Grant Writing – Matt Johnson

The luncheon speaker will be Hawaiian hospitality consultant Peter Apo on "Where's The Aloha Behind the Aloha?" Many consider Peter to be Hawaii's current day *kupuna* (honored elder) when it comes to teaching of our Hawaiian values. He will share his thoughts on what "aloha" means and the relationship between the host culture and Hawaii's tourism industry and what that can contribute to a 21st century Hawaii tourism future characterized by mutual understanding, respect and dignity.

At the end of the day, there will be a Business After Hours from 5 to 7 pm. The Business Expo is sponsored by First Hawaiian Bank, Kamehameha Schools, North Shore News and Turtle Bay Resort.

Sign up today by going online to www.GoNorthShore.org or contact the North Shore Chamber by calling 637-4558.

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