



SEMINAR SELECTIONS

TUESDAY, October 21, 2008

8:00 am – 10:00 am	Registration – Conference Concierge		
DIRECTIONS:	For each of the six sessions, check the seminar you wish to attend and return with your registration form.		
10:00 am - 10:45 am Session 1	Historic Haleiwa —	Business Plan —	Small Business Admin —
11:00 am - 11:45 am Session 2	Crime & Loss Prevention —	Succession Planning —	Marketing/Branding —
12:00 pm – 12:45 pm Session 3	Trademark & Copyright Law —	Customer Service —	Grant Writing —
2:00 pm – 2:45 pm Session 4	Trademark & Copyright Law —	Crime & Loss Prevention —	Small Business Admin —
3:00 pm – 3:45 pm Session 5	Historic Haleiwa —	Business Plan —	Marketing/Branding —
4:00 pm – 4:45 pm Session 6	Customer Service —	Succession Planning —	Grant Writing —
5:00 pm – 6:30 pm	Evening Cocktail Reception – Kuilima Ballroom		

Exhibits Open – Kuilima Ballroom

SEMINAR DESCRIPTIONS & SPEAKERS

Trademark Law & Copyright Law: MARTIN HSIA
Protecting you name & your product: what every business in Hawaii should know about patents, trademarks, copyrights & trade secrets

What is Historic about Haleiwa? FRANCIS FORSYTHE & BOYD READY
A detailed discussion of what is historic in Haleiwa – key points in history worth passing along to your customers.

Marketing/Branding: TBD
Resources to teach you how to build a "value-added" brand in today's competitive global marketplace by creating an effective, integrated strategy involving advertising, marketing, publicity, and research.

Business Planning: AMBER DOIG
Insight & practical advice on how to write a business plan that helps a business look ahead, allocate resources, focus on key points, & prepare for problems and opportunities.

Succession Planning: KEN GILBERT
Plan for ownership, leadership & management succession to establish a strong positive example for future generations.

Customer Service: RON MARTIN
Bottom line in retail success is results. Receive guide to retail sales training that gets results. Hawaii is renowned for its Aloha & the Hawaiian culture. Find out how to provide superb customer service & keep your customers coming back while getting results in your sales & bottom line.

Crime & Loss Prevention: JASON LUI-KWAN
Establish & sustain relationships for the common purpose of preventing crime, as well as encourage the exchange of effective security concepts. Learn practical steps you can take to minimize retail loss & prevent fraud. Surveillance systems, employee theft, shoplifting & counterfeit money will be some of the topics covered.

Small Business Administration: ANDY POEPOE
Learn how the SBA helps start, build & grow businesses through an extensive network of field offices & partnerships with public & private organizations. Learn how to apply for loans and take advantage of other SBA services.

Grant Writing: MATT JOHNSON
How to find private and federal monies available to support new and existing businesses.

Presented by:



Attendee Name _____