

Entrepreneur Bootcamp for Maui Nui
Friday, February 21, 2025, 8:30 am – 4:00 pm

Opening/Registration at Pilina Event Center

- 8:30 am Continental Breakfast and Registration**
with Mistress of Ceremonies (MC) Rochelle Mendoza, Account Executive, Pacific Media Group
- 9:00 am Opening Blessing**
with Chanter Kamaunu Kahaialii, Indigenous Sustainability Officer, Office of Economic Development, County of Maui and
Welcome
with Chancellor Lui Hokoana, UH Maui College and Director Karen Hanada, Office of Extended Learning Workforce Development UH Maui College
- 9:15 am Founder's Story Presentation**
with guest Lin ter Horst, Founder and co-owner of Maui Fruit Jewels
in conversation with Melissa Kaufman, Entrepreneur Instructor, Maui Food Innovation Center (MFIC)

Breakout Session 1 Workshops

- 10:15 am 1A. Business Essentials - Establishing a Business in Hawaii**
with Wayne Wong, Director of Hawaii Small Business Development Center (SBDC) of Maui
- 10:15 am 1B. Human Resources, Retention and Recruitment**
with Erin Anuhepa Pascua, Business Development Manager of ProService Hawaii
- 10:15 am 1C. Resource Partners Support** and Networking with Mentors**

Lunch and Learn at Pilina Event Center

- 11:15 am "Keys to Business Success" Presentation**
with Mary Anderson, Owner and President of Koholā Brewery

Breakout Session 2 Workshops

- 12:15 pm 2A. Business Essentials - General Excise Tax Responsibilities**
with Wayne Wong, Director of Hawaii Small Business Development Center of Maui
- 12:15 pm 2B. Business Plan Strategies**
with Lori Hiramatsu, Business Advisor with the Veterans Business Outreach Center (VBOC) of the Pacific
- 12:15 pm 2C. Accounting and Bookkeeping Fundamentals**
with Lisa Menor Miller, CPA, CFE Strategy and Business Strategist

Breakout Session 3 Workshops

- 1:15 pm 3A. Funding and Access to Capital**
with Chuck Lopez, Business Development Specialist, Minority Business Development Agency (MBDA) Business Center Honolulu and Lori Hiramatsu, Business Advisor with the Veterans Business Outreach Center (VBOC) of the Pacific
- 1:15 pm 3B. E-Commerce and Online Sales Strategies**
with Kit Furukawa, Co-founder, Maui Chili Chili Oil
- 1:15 pm 3C. Digital Marketing: Building Your Marketing Action Plan**
with Allison Chaney, founder and CEO of Wonderland Maui

General Session at Pilina Event Center

- 2:15 pm Future-Proof Your Business with AI-Driven Goal Setting**
with Nicole Cacal, Founder and CEO of Forbes Ignite and Executive Director of the TRUE Initiative
- 3:00 pm Small Business Success Stories – Q&A**
with Moderator David Daly, Business Development Center Director, Maui Economic Opportunity, Inc. with the following panelists:
- Korey Harris, Founder, Simple Roots LLC
 - Brandy Cajudoy, Owner, Cajudoy Construction
 - additional speakers TBA
- 3:45 pm Next Steps, Event Survey and Prize Drawing**
- 4:00 pm PAU**

****Resource Partners to be in attendance:**

Capital Readiness Program, Central Pacific Bank, Department of Business Economic, Development and Tourism, County of Maui, Hawaii Farmer's Union United, Hawaii Food Hui, Hawaii Small Business Development Center
Hawaii Technology Development Center, Innovate Hawaii, Maui Chamber of Commerce, Maui Economic Development Board, Maui Farm Bureau, Maui Farmer Support Network, Maui Food Innovation Center, Maui Women's Business Center, Operation HOPE, Pacific Gateway Center, Pacific Media Group, Patsy T. Mink Center for Business & Leadership, Shidler's UH Manoa PACE, Veterans Business Opportunity Center, ywahine in Business - YWCA

Got Questions? Contact me at 808-984-3796 or mbdanhsi@hawaii.edu, Angela Gannon MEd, Project Manager