

# H THE CHAMBER OF COMMERCE OF HAWAII VOICE OF BUSINESS

January 2008

## The Chamber's Business Educational Series for Small Business

Beginning February 2008 the Chamber and INGAGE, Inc. will be presenting a complete series of valuable trainings for small businesses. Each will focus on applying simple and effective strategies relating to topics ranging from marketing to sales and customer service, to budgeting and business plans, to team building and retaining employees and much more. All the steps needed to support the growth and success of your business.

Find out more about INGAGE, Inc. and how they can support your business by connecting you to professionals in every field.



**iNGAGE** Strategies & Tools  
For Business Success

**Business  
Educational  
Series**



The Chamber's "Business Educational Series" with INGAGE, Inc. features six trainings to be held at the Honolulu Design Center, in February, March, June, July, September and November. Each one will focus on a specific topic relating to areas such as business plans, marketing and PR, networking and other important topics. Seasoned business professionals from INGAGE Inc. will share their industry related knowledge and experience along with information on tools and resources currently available. Each speaker was carefully selected for their experience and background in the related topics. Pictured here from left: Chamber Assistant Events Coordinator Kyle Okamura, Chamber Manager Membership Services Michele Lau, INGAGE Director of Business Development Staci Yoshihara, and Information Specialist and Events Assistant Elysa Rosso.



## THE CHAMBER'S "BUSINESS EDUCATIONAL SERIES" WITH INGAGE, INC.

### Strategies and Tools for Business Success

Bryna Stankiewicz, Vice President of Marketing and Communications, The Chamber of Commerce of Hawaii

We all recognize how important expanding our skills and knowledge is to both our personal and professional growth. Seeking advice from others who have extensive experience and have essentially "been there and done that" provides us the ability to do a better job and progress professionally. The same applies when it comes to our business. Keeping up with the trends, tools and resources that are proven effective and support the promotion of our product and the fundamentals of running a business, is what insures we stay competitive and successful.

Although there are many factors that impact the success of a business, a good product obviously being the most important one, there are also some basic elements that can support growth. Those elements are:

- Having a strategy and business plan that sets priorities and goals that are measurable
- Building a team that supports and believes in you, your product and your company mission
- Understanding and providing for the needs of your customers
- Having an effective sales program

- Utilizing current tools and resources to promote your product and market your brand
- Networking effectively to produce results

All the basics of running a business.

Recognizing that many business owners and managers find themselves needing training support or advice in one or all of these areas, the Chamber decided to bring together professionals from each of these areas to share their expertise, experience and know-how on the above topics. To do this we have partnered with INGAGE Inc. to create a series of six business trainings featuring seasoned professionals who will provide simple, yet effective strategies, tips and advice, along with the tools, resources and money saving ideas to benefit small businesses.

Beginning February 2008 the Chamber and INGAGE, Inc. will be presenting the Chamber's "Business Educational Series". The series will focus on topics ranging from marketing and public relations to sales and customer service, to budgeting and business plans, to team building and retaining employees, to networking for

## STRATEGIES AND TOOLS FOR BUSINESS SUCCESS

success and more. This educational series is a complete program that can teach you the tools and strategies for business success. Growth doesn't just happen, you have to plan it.

So whether you're a new business or you have been around for a long time, take advantage of this valuable opportunity and attend The Chamber's "Business Educational Series" with INGAGE. Take your business

to the next level. More information on INGAGE and the events schedule is available in the issue of the "Voice of Business". For additional information visit the Chamber website at [www.cochawaii.org](http://www.cochawaii.org) or call 545-4300.

Series is co-sponsored by the Hawaii Women's Business Center [www.hwbc.org](http://www.hwbc.org)



### Event Schedule

#### February 7, 2008

Basic Business Practices: Writing a Business Plan and How to Manage Your Finances

##### Speakers:

Brad Harrison - Vice President at First Hawaiian Bank and Adjunct Professor at Hawaii Pacific University.

Robert Moore - President of Roberts M&A, former Managing Director and COO of Roberts Hawaii, Inc. and former Senior Vice President and CFO of Easter Seals Hawaii.

#### March 6, 2008

Building Team Trust and Retaining Employees

##### Speakers:

Glenn Hashimoto - Executive Vice President and General Manager of Suisan Company, Ltd.

Jack Roose - Consultant for Watson Wyatt Worldwide's Human Capital Group.

#### June 19, 2008

What it Takes to lead your Company and Staff on the Road To Success

##### Speaker:

Perry Sorenson - Former COO of Outrigger Hotel and Resorts, previously executive vice president and COO for Embassy Suites Inc, vice-president for Holiday Corporation, and managed hotels for Radisson Hotels and Rockresorts.

#### July 24, 2008

Marketing and PR 101: Your Resources from Print to Internet

##### Speakers:

Dave Livingston - Financial Advisor with Edward Jones and former CEO of the YMCA.

Bill Bigelow - Local radio and TV journalist, former reporter and news anchor on KHON-TV and KGMB-TV, plus drive-time radio news anchor on KCCN and KHVH in Honolulu, and former Vice President of Sheraton Hotels.

#### September 11, 2008

Excel Your Sales and Customer Service Skills

##### Speakers:

Keahi Pelayo - Broker/Owner of RE/MAX 808 Realty, achieving the Top 500 in the Region.

Lisa Burgin - Director of Client Services at Harris Consultancy, former Vice President at Bank of America, and former Senior Vice President of Brand Advertising at Bank of Hawaii.

#### November 20, 2008

Networking for Success

Speakers still pending as of VOB printing

Cost is \$25 for Chamber members per session (Price break available for purchasing full package of 6) and \$40 per non-member per session. All trainings will be held at the Honolulu Design Center from 8:00am until 10:00am and will include continental breakfast and free parking.

For additional information or to register, visit [www.cochawaii.org](http://www.cochawaii.org)



## THE CHAMBER PARTNERSHIP IS A PERFECT FIT

Christine Ing, President, INGAGE Inc.

INGAGE is pleased to be working with The Chamber of Commerce of Hawaii to bring the “Business Educational Series” to the small business community. The partnership is a perfect fit as the goal of both organizations is to provide business owners, managers and executives, direction, advice and support to help their business grow. Our seasoned business professionals are able to share their knowledge and insightful experiences in every area of business and in a wide variety of industries and fields making them excellent candidates for the Chamber’s “Business Educational Series”.



For the six trainings in this series, we have lined up two INGAGE professionals to present at each session with a portion of the session dedicated to question and answer. We believe the key to providing an effective training is through interaction. Our speakers recognize that every business is at a different level and has different needs. This provides attendees the opportunity to focus on items important to them. Additionally, we have set the series to be a complete program to support a small business. This includes writing a business plan, building and retaining a team, sales and customer service, management and leadership, marketing and PR and networking for success. All the fundamentals important to the growth of any business. I encourage every business to take advantage of this opportunity and attend the Chamber’s “Business Educational Series”. Find out from those who have succeeded how you can take your business to the next level.

### About INGAGE

INGAGE is an employee training and development company that helps organizations manage and align their people and processes to their strategies and

objectives. We utilize a group of more than 40 executive-level business advisors and mentors, each with more than 20 years of senior-to-executive level business experience, to provide individuals and companies with practical and real-world expertise that can only be obtained through experience.

Our services are customized to the needs of the company, and are ideal for both small companies that don’t have their own training department, and large companies that don’t have the resources to provide the expertise or selection of training necessary for every level of employee. Companies can choose from more than 50 different management, business and leadership development topics for:

- One-on-one Mentoring and Coaching, (i.e. for management level employees and executives)
- Speaking Engagements (i.e. annual events and corporate retreats)
- Group Training Sessions (i.e. seminars and workshops)
- Customized Programs (i.e. leadership development and sales training)

INGAGE also partners with organizations to assist in the development of formal mentoring programs to support an organization’s strategic goals such as succession planning and leadership development. We provide a unique online platform that enhances traditional mentoring relationships, providing the means to encourage and track the development of a mentoring relationship and increase the productivity and effectiveness for the protégé, mentor and sponsoring company.

To find a solution for your training and development needs please call 778-6240, email [info@ingagementors.com](mailto:info@ingagementors.com) or visit [www.ingagementors.com](http://www.ingagementors.com). 