

Na Kilohana O Wahine

Honolulu, Hawaii

A Chapter of the
American Business
Women's Association



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“How to Start Your Own Business...”

Joseph Burns, the Director of the O‘ahu Offices of the Hawai‘i Small Business Development Center will be the guest speaker at the October 12th monthly meeting. The Hawai‘i SBDC is a program of the University of Hawai‘i at Hilo, funded in part through a cooperative agreement with the U.S. Small Business Administration.

Mr. Burns has many years of extensive, high-level management consulting experience with both private companies and U.S.

Government agencies with particular emphasis in metrics development, implementation of Balanced Scorecard systems and aligning objectives, initiatives and targets to drive strategy into action.

He received a BA in Chinese-Liberal Arts from Oakland University in Michigan, and an MBA in International Management from the Thunderbird School of Global Management in Arizona. He is a Certified Management Consultant (CMC) and is fluent in Chinese.



Joseph Burns. Specialties: Helping organizations to identify and unlock their potential for sustained employee and financial performance.

ABWA National Convention

Lee Ann Matsuda and Myrtle Ching-Rappa represented NKOW at the national convention in Irving, Texas. They attended different session but met up whenever possible for meals and general sessions. They will provide a detailed report at the October meeting. Here are a few comments from each of them.

Lee Ann: I was honored to serve as one of the judges to select the 2012 American Business Woman. I served along with Majorie Davis and Cindy Mims, both former National Officers and Top Tens. Judging started back in August as we

reviewed the applications of the Top Ten candidates and formulated questions for each candidate to be approved by ABWA headquarters. We then spent five hours in interviews with the candidates prior to the start of the conference. It was a difficult decision to choose one winner. This year’s Top Ten are a diverse group from across the country – they are millennials & baby boomers, corporate managers & entrepreneurs, attorneys & coaches. What they all share are inspiring stories on how ABWA helped them to achieve their goals, get out of their shells and be the women they are today. (con’t on page 2)

The Mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

Aloha from Chas & Dawn

Message from the Presidents:

October is here ~ time is moving quickly! NKOW welcomes you to see and join the exciting events we have planned this chapter year as we strive to strengthen relationship building, mentoring and networking opportunities.

This month our guest speaker is Mr. Joe Burns of the Hawaii Small Business Department. Many of our members have either enjoyed the success of their own small businesses, or have plans to branch out and start a new en-

deavor. Mr. Burns will share some viable tips that we will all find valuable.

Last but not least as Rene Street, ABWA Executive Director, articulates, "We all know that change is the only constant in our lives, but sometimes it comes so fast it's frightening. Your ABWA is reflecting the changes that you see in the workplace, the marketplace, and in your own homes. Business leaders who survive learn to use change to their advantage."

Chas & Dawn



National Conference (con't from page 1)

Women as 21st Century Leaders was the focus of the sessions I attended. This is first in a four year series of courses sponsored by Park University. The session's goal was to develop personal leadership development plans for each attendee. We learned to start with our inner selves and recognize how our values affect our leadership style. The most valuable part of the session for me was learning to develop a more assertive communication style as well as a richer repertoire of communication approaches.

Friends Friends Friends ... The highlight of any ABWA conference is to connect with old & new friends from across the nation. Irving was no exception. On the last day, in the last session, our instructor had us randomly pair up with one other woman in the room to do a listening exercise. The only requirement was that we did not know the other woman. I was paired with Debbie from Michigan. It was Debbie's first ABWA conference! After our six

minute exercise, we kept on talking. The room started to clear and Debbie & I were one of the last to leave as we found so much in common. I now have a new friend and we plan to meet up again next year.

Myrtle: The general sessions provided a variety of topics from morning exercise to the ups and downs of social networking. The top ten candidates were all very impressive. The shindig on the last night left all the attendees saying, "Yee Haw!"

It was the first time I attended the Kansas University (KU) sessions. The topics were very interesting and relevant to my current work situation:

- Making decisions in uncertain times
- Leading and Communicating with Integrity
- Marketing Management

Dennis Rosen, professor at KU's Business College, made the topic come alive and engaged the attendees throughout the Saturday session.

As Lee Ann said, one of the greatest benefits of the conference is to get reacquainted with old friends and to make new ones. I got a chance to connect with six of my Top Ten sisters, including Pattie Vargas, our new National Secretary-Treasurer. I also got a chance to visit briefly with Marge Davis who sponsored our very own Nancy Walters into ABWA.

I made new friends by sitting with different folks at the various meals, and general sessions. It was great to travel with Lee Ann and get to know her better. I recommend that everyone attend the next conference in Memphis, Tennessee. Yee Haw!



Pictures from the National Convention





Locking It Down

(Editor's Note: This is the first of a two-part series on securing your computer written by member Brandon Toro, electrical engineer with Hawaiian Telcom.)

Your computer system is a valuable asset to both home and company networks. So, how do we manage and make more secure a vital component of our daily lives? Security for our PCs at home and at work comes in many different flavors. While some of us do not have control over our work environment, here are some tips we can all do at home to keep our information safer.

The easiest and most important thing we can do to ensure we keep our computers as safe as possible is password selection. Here are the basics to password selection:

1. Make your password as **long as possible**. The longer it is, the more difficult it will be to attack the password with a brute-force search. Always use at least 6 characters in your password, at least two of which are numeric.
2. Use as many different characters as possible when forming your password. Use numbers, punctuation characters and, when possible, mixed

upper and lower-case letters. Choosing characters from the largest possible alphabet will make your password more secure.

3. **Do not use personal information** in your password that someone else is likely to be able to figure out. Obviously, things like your name, phone number, and address are to be avoided. Even names of acquaintances and the like should not be used.
4. Do not use words, geographical names, or biographical names that are **listed in standard dictionaries**.
5. Never use a password that is **the same as your account number**.
6. Do not use passwords that are **easy to spot while you're typing them in**. Passwords like 12345, qwerty (i.e., all keys right next to each other), or nnnnnn should be avoided.

Although we know that we shouldn't be using passwords like our kids' names, "password", name of a pet, birthdays, etc..., we are human and still do for the sake of convenience. As much as possible, avoid this for it is the number one reason a computer or email account gets hacked into.

(Next month's article will be on anti-virus, anti-spyware software.)

Ten Nurturing Things to Say to Your Computer

1. I love the way your face lights up when I enter the room.
2. You have so much drive.
3. I am impressed that even with all your intelligence you always think carefully before giving an answer.
4. When I am near you sometimes I hear music, sometimes bells.
5. You have opened so many windows for me.
6. You seem down, but I am sure we can fix the problem.
7. I don't think I could make it through school or a single day at work without your support.
8. With all the distractions in life, I wish I could stick to the program the way you do.
9. I have definitely grown as a person because you have forced me to think more logically.
10. You have taught me that success often comes through having the right connections.

LIFE BEFORE THE COMPUTER

- Memory was something that you lost with age
- An application was for employment
- A program was a TV show
- A cursor used profanity
- A keyboard was a piano
- A virus was the flu
- A CD was a bank account
- A hard drive was a long trip on the road
- A mouse pad was where a mouse lived



"It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."

Steve Jobs—1955 to 2011

Quotes of Entrepreneurs About Entrepreneurship:

(from About.com: <http://entrepreneurs.about.com/od/famousentrepreneurs/a/quotations.htm>)

"When you reach an obstacle, turn it into an opportunity. You have the choice. You can overcome and be a winner, or you can allow it to overcome you and be a loser. The choice is yours and yours alone. Refuse to throw in the towel. Go that extra mile that failures refuse to travel. It is far better to be exhausted from success than to be rested from failure."

- **Mary Kay Ash, founder of Mary Kay Cosmetics**

"An entrepreneur tends to bite off a little more than he can chew hoping he'll quickly learn how to chew it."

- **Roy Ash, co-founder of Litton Industries**

"Business opportunities are like buses, there's always another one coming."

- **Richard Branson, founder of Virgin Enterprise**

"We were young, but we had good advice and good ideas and lots of enthusiasm."

- **Bill Gates, founder of Microsoft Corporation**

Member Spotlight: Roberta Takamoto

Roberta Takamoto, was born in Ewa Sugar Plantation. Her father, Robert "shiek" left school at grade 4 to help his family with finances, working in the sugar fields for 5 cents a day, while attending welding school at nights. Her mom, Janet, also worked in the cane fields while raising 4 children.

When Roberta was 13, she worked in the summer at Ewa Gym for 35 cents an hour teaching 35 kids (1 cent per kid) or 50 cents an hour babysitting on the military base. She went to Waipahu High School but couldn't afford college so she went to the mainland where she worked as an office clerk, model, and medical assistant while taking college courses at night. Roberta went to Japan to teach English, then moved back to Hawai'i.

Back at home, Roberta worked in a hotel jewelry store followed by sell-



Roberta and her mom, Mrs. Janet Takamoto

ing fine art at the Hyatt Regency Hotel. Later in life, Roberta opened the gift and floral shop not knowing any wholesalers and was self taught through "experience" ... best teacher in the world according to Roberta. She is still the proprietor of Roberta's Flowers and Gifts only she added "the best job in the world," taking care of mom daily, age 94. They still visit Ewa Plantation to visit her old plantation house and reminisce.

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ABWA Annual Theme 2011-12

Hummingbirds can fly forward or backward with ease. Let's use this as a reminder that we can "fly backward" and appreciate our past, as women and as members of ABWA. We can also "fly forward", carrying the lessons and experience of our past as we seek to define our future together. Hummingbirds are known to wing their way as far as 2,000 miles to reach their destination. This reminds us to be persistent in the pursuit of our dreams and to adopt the tenacity of the hummingbird.

Hummingbirds are tireless, always seeking out the sweetest nectar. In some Native American cultures, hummingbirds are emblems of timeless joy and the nectar of life. They remind us to forever seek out the good in life and the beauty in each day. Let the hummingbird remind us all that this year's theme is to "Share the Past, Build the Future" of ABWA.

ABWA's Proud Code of Conduct

1. All members will serve as goodwill ambassadors for the American Business Women's Association.
2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.
3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.
4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.
5. Members will not use their personal power to advance their personal interests.
6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.



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ABWA
AMERICAN BUSINESS WOMEN'S ASSOCIATION

Upcoming Chapter Events

October 12th—Monthly meeting, Japanese Cultural Center, Guest Speaker: Joseph Burns, the Director of the O'ahu Offices of the Hawai'i Small Business Development Center
Vocational Speaker: Yvonne Ako, Sales Manager, Wells Fargo Home Mortgage

October 29th—Lunch at Aulani, 11:30 with tour of timeshare facilities

November 9th—Monthly meeting
Guest Speaker: Wendy Nakamura, "Courageous Leadership"

December 14th—Annual Holiday Celebration

January 11th—Monthly meeting
Guest Speaker: Nathan Hokama, Business Communications & PR

February 8th—Monthly Meeting
Guest Speaker: Erik Haines, Hawai'i Opera Theatre, "Opera & You"

October 12th—Monthly Meeting
Japanese Cultural Center
2454 South Beretania Street

5:30—Networking
Speakers and business meeting to follow

Menu:
Mixed Greens with Dressing, Three Bean Salad, Teriyaki Beef, Seafood Newburg, Vegetable du Jour, Steamed White Rice, Chocolate Chiffon Cake, Fruit Punch, Iced Tea, Coffee or Hot Tea

Cost: \$23 for dinner; \$5 for parking

Raffles A-M

R.S.V.P. On-line at www.abwahawaii.org by October 9th.

February 12th—An Afternoon at the Opera

March 14th—Monthly meeting
Guest Speaker: HPD, "Disaster Awareness & Terrorism Response"

April 11th—Monthly Meeting
Guest Speaker: Alice Inoue, topic to be determined

Other items will be added as they are confirmed.