

## The Superior of Messages

Na Kilohana O Wahine Chapter

The Superior of Women

Honolulu, HI

A Chapter of the  
American Business  
Women's Association

Chapter No. 6289

*Here's to another 65  
years:  
changing women's lives,  
one woman at a time...*



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## Mary Dale, SBA

### Business Plan Basics

We know that you are thinking about it. So, are you ready to start your own small business in Hawaii? Be sure to attend this month's meeting to hear all about writing a successful business plan from the expert. Have your questions ready to gain more insight and get you started on your OWN.

Mary Dale, who is formerly an International Trade Specialist at the U.S. Export Assistance Center in Long Beach, California, has been with the Agency since 1986. She started at the U.S. Small Business Administration's (SBA) Los Angeles District Office, and served as the SCORE Coordinator until she transferred to the U.S. Export Assistance Center in 1993 as a Research Assistant.

**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**

Prior to joining SBA, she worked for Union Bank in the Trust and Investment Division as a Business Development Assistant from 1984 to 1986.

Mary is a native Californian and brings with her a vast array of International Trade knowledge. Over the last four years she coordinated an educational program for export companies. These companies have gone on to increase their international sales at a steady rate.

Mary moved to Hawaii in 2000 to join the Economic Development Division as an Economic Development Specialist/SBDC Program Manager. She serves as the District International Trade Officer (DITO) and the Program Manager for the State Trade and Export Promotion Program (STEP) and supports the agencies outreach efforts.

For the last seven years, Mary has coordinated a Business Development Training Program for small businesses who want to do business with the government. This training program has helped educate small businesses with marketing, responding to proposals, financing and other necessary contracting skills.

### How to write a Basic Business Plan:

<http://www.wikihow.com/Write-a-Basic-Business-Plan>

1. **Determine the WHY.**
2. **Brainstorm and Write!**
3. **Introduce yourself.**
4. **Explain your product or service.**
5. **Describe your target customers.**
6. **Describe unique selling points or advantages you have.**
7. **Explain costs customers will pay.**
8. **Explain how much products you can produce or services you provide in a typical year.**
9. **Examine how each unit of product costs to produce.**
10. **Detail how much start-up investment is required.**
11. **Explain why viable.**
12. **Summarize!**



## President's Message

Na Kilohana 'O Wahine members:

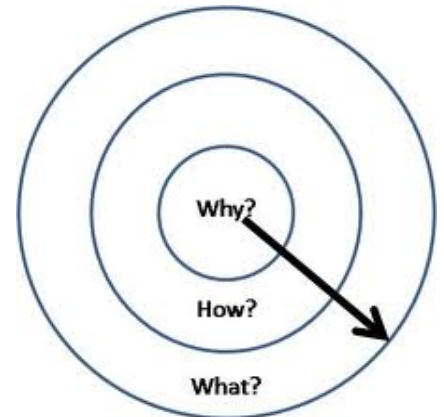
I am so grateful for this opportunity of serving as your President this year, I am learning so much! Thank you. Hope that you had a great time at our first joint chapter meeting—it was awesome to hear from 40 year charter members and several having perfect attendance, too. We got great advice from Lani Kwon and learned a little more about our member- Lesley, my BFF. This month, we will be helping with the Aloha Harvest canned food drive so please bring your canned goods.

Diana Gatdula will be our member in the SPOTlight and she will share some very helpful financial tips. We will also hear from Mary Dale from the Small Business Administration—she has a wealth of information but will focus on the basics of a business plan for this meeting. We will be participating in the Ward Festival of Giving Event for our opening fundraiser this year. Get those passes sold!

*Marie Amarosa*



## Simon Sinek's Golden Circle Theory



*As it turns out, all the great and inspiring leaders and organizations in the world -- whether it's Apple or Martin Luther King or the Wright brothers -- they all think, act and communicate the exact same way. And it's the complete opposite to everyone else. All I did was codify it, and it's probably the world's simplest idea. I call it the golden circle.*

*Why? How? What? This little idea explains why some organizations and some leaders are able to inspire where others aren't. Let me define the terms really quickly. Every single person, every single organization on the planet knows what they do, 100 percent. Some know how they do it, whether you call it your differentiated value proposition or your proprietary process or your USP. But very, very few people or organizations know why they do what they do. And by "why" I don't mean "to make a profit." That's a result. It's always a result. By "why," I mean: What's your purpose? What's your cause? What's your belief? Why does your organization exist? Why do you get out of bed in the morning? And why should anyone care? Well, as a result, the way we think, the way we act, the way we communicate is from the outside in. It's obvious. We go from the clearest thing to the fuzziest thing. But the inspired leaders and the inspired organizations -- regardless of their size, regardless of their industry -- all think, act and communicate from the inside out. (Source: Ted Talk: How Great Leaders Inspire Action, May 2010).*



For 65 years, ABWA's biggest networking event of the year has provided women with inspiration and empowerment to become their best selves, and in turn, make a difference in both their communities and the world. The anniversary celebration is an opportunity for us to celebrate our past, to connect with our community, and to focus on our future. You'll also experience three days of intense instruction, inspirational speakers, peer recognition, fabulous entertainment, and good old-fashioned fun. Plus, you won't want to miss ABWA's marketplace—full of exhibitors and business resources. It's a great place to make new connections every day at the national conference. Register Today!



**Done: 17****Best Practices Level III****To Be Done: 8****In Progress: 6****SCOREBOARD****Time Left: 9 mos.**

*It takes every member doing their part to be a Best Practices chapter. Many of these items are completed by the Executive Board.*

*Let's support their effort by doing our part to make Na Kilohana 'O Wahine, the best it can be.*

*Study this list and think about which items you can contribute to. Make the commitment to help Na Kilohana 'O Wahine win Best Practice again. Bring in a new member*

- Attend the regional conference
- Complete the member survey (even if we have completed this item)
- Participate in the SPOT analysis (Sept. meeting)
- Suggest and/or help with Member Education events
- Help prepare someone for WOTY or National Top Ten

**Items Completed:**

- Slate of Officers & Chairs Submitted
- Officers Elected
- Liability Insurance Paid
- Execs Complete 2014-15 Striving for Best Practices Course & ABWA Experience Courses
- Member Interest Survey

- Vision Statement on WIN
- Business Plan on WIN
- Budget on WIN
- Create 2014-15 Annual Business Plan folder in WIN Library
- Adopt Standing Rules
- Notice in Newsletter that Standing Rules were adopted (President's Message—Sept. issue)
- Create 2014-15 Standing Rules folder in WIN library
- Upload Adopted Standing Rules
- Create 2014-15 Newsletter folder in WIN library
- Maintain compliance with ABWA brand guidelines
- Website with National Requirements
- Facebook Page with National Requirements

**Items in Progress:**

- Primary Members 22/30
- Upload Business Plan, Budget, SPOT
- Professional Development Programs (45 mins) 2/9
- Upload Current Newsletter 3/3

- Newsletters with National requirements 3/4
- Sponsor 4 members to regional/national meetings 2/4

**Items To Be Done:**

- New Member 2014-15 0/1
- IRS 990N file 12/15/2014
- Copy of Tax Return in Binder
- Chapter Woman/Man of the Year Elect
- Top Ten Nominee Elect
- Officers & Chairs dues current through July 31, 2015
- Awards Binder Complete and Send by July 31, 2015 to ABWA National
- Awardee Acceptance at 2015 National Conference in Albuquerque, NM

*Let's all do our part. Get Involved and be an ACTIVE member!!*



## Next Monthly Meeting: October 8, 2014

Japanese Cultural Center;  
Grand Ballroom, 5th Floor.  
2454 So. Beretania Street

*Speaker: Mary Dale*  
*Topic: Business Plan Basics*

**5:30 p.m. -  
Networking  
Meeting start at 6:00**

**Raffles: A-M**



**Menu:** Steamed White Rice, Chinese Chicken Salad, Stir Fry Green Beans w/Black Bean Sauce, Beef Broccoli, Sweet Sour Spareribs, Vegetable Chow Mein (vegetarian), Dessert, Iced Tea, Hot Coffee, and Hot Tea w/ Condiments

**Cost:**

\$26.00—Members including all Hawaii ABWA members  
\$29.00—Non-Members  
\$ 5.00—Validated parking

**RSVP:** Sunday, October 5, through Evite or call Patti 593-1803

Please note that any cancellations received after 10/5 will be subject to no-show fee of \$26 for members and \$29 for non-members

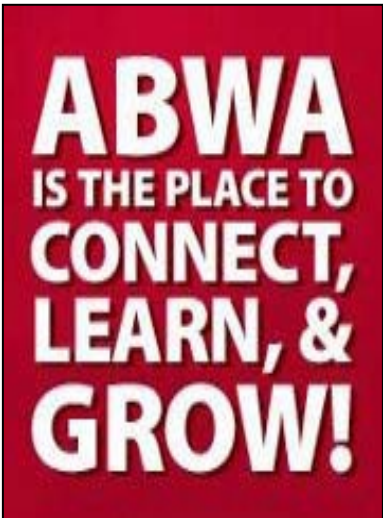
**Vision Statement 2014-2015:**

*“Na Kilohana O Wahine believes in increasing the value of women by encouraging professional development through leadership, networking, collaboration, and motivating each other in our daily lives.”*

## 2014-2015 ABWA Annual Theme

**65th Anniversary of ABWA!** For 65 years, ABWA has strived 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. Here’s to another 65 years: *changing women’s lives one woman at a time!*

Become an inspiration leader in your Association and you could: provide a fellow member with the motivation to get involved with a local league; improve your own business skills, like public speaking, and expand both your business and personal networks; discover new opportunities within the Association, both at the local and national levels; assist your local league in recruiting and retaining new members. With committed members like you creating this ripple effect, our Association will continue changing women’s lives one woman at a time.



## 2014-2015 Chapter Officers & Committee Chairs

**President:** Marie Amarosa  
**Vice-President:** Brandon Toro  
**Secretary:** T. Haunani Yano-Medeiros  
**Treasurer:** Patti Ann Hokama  
**Auditing:** TBD  
**Community Service:** Mary Li  
**Fundraising/Advertising:** Executive Board  
**Professional Development:** Yvonne Ako

**History:** Executive Board  
**Membership:** Diana Gatdula and Lesley Uemura  
**Newsletter:** Myrtle Ching-Rappa and LorMona Meredith  
**Nominating:** TBD  
**Scholarship:** Claire Arakawa  
**Website/Facebook/Publicity:** Executive Board  
**WOY/Top Ten:** T. Haunani Yano-Medeiros & Patti Ann Hokama

## ABWA's Proud Code of Conduct

All members will serve as goodwill ambassadors for the American Business Women's Association.

Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA's mission.

Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness, and in good faith.

Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.

Members will not use their personal power to advance their personal interests.

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.

### Message from Executive Board:

*Please login to WIN: Complete the National Member Interest Survey.*

*Fundraiser: Festival of Giving Event Discount Passes \$10*

*Charity: Bring canned goods for the Aloha Harvest Participation.*

*Bring your Mini-Garage Sale/Craft items for us to purchase and help you make some extra \$!*

*Share your raffle lucky number/silent auction items for us to grow!*

*Interested in starting the Members' Library again, let us know.*

*Create the Chapter that you desire—GET INVOLVED, PARTICIPATE!!*

Marie Amarosa, President

Myrtle Ching-Rappa & LorMona Meredith, Co-Editors  
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