



Office of Continuing Education and Training

Business Plan Development Training for Farmers – Kona

To Register:

Call:

(808) 934-2700

Fax:

(808) 934-2701 (CREDIT
CARD & PO ONLY)

Walk In:

8:30am-3:30pm

Hawaii Community
College Manono Campus
Office of Continuing
Education & Training
1175 Manono Street
Building 379A, Room 3
Hilo, HI 96720

*Must be at least 18 years
or older to apply*

See college website
hawaii.hawaii.edu/ocet
for updates on program
dates or contact James
Rushing at
jrushing@hawaii.edu or
(808) 934-2700

REFUND POLICY: You are entitled to a full refund for complete withdrawal if made 5 business days prior to the first day of instruction. Thereafter REFUNDS WILL NOT BE ALLOWED

Preparing a successful Business Plan can pay off! This course includes; business plan development training, site visits to working agriculture-related businesses, an introduction to resources, and speakers to inspire existing or aspiring farmers.

As an Agriculture Education Center student you will receive many resources to support your success beyond the classroom. These will include; Hawaii's Island Farmers Guide to Accessing Local Markets. This guide will provide marketing strategies and lessons from successful local farmers, buyers, grocers, and chefs. You will also receive a practical business planning textbook, CTAHR handbooks on Niche Markets, Budgeting, and Marketing. You will also be introduced to many existing local resources and opportunities.

THIS PROGRAM IS FUNDED BY THE U.S. DEPARTMENT OF LABOR THROUGH THE RURAL DEVELOPMENT PROJECT IN THE AMOUNT OF \$376,457.

Call now to register!

Dates: Sep.5—Nov. 21, 2013

No classes on Holiday weeks

Location: Tropical Edibles Nursery, Captain Cook

Times: 4:30pm—8:30pm (Thursdays)

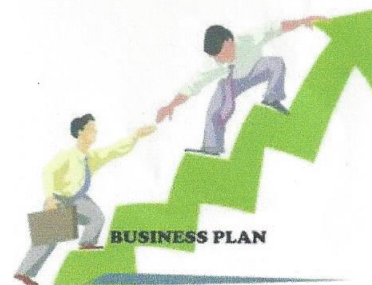
1:30pm—5:30pm (Saturdays)

Cost: \$25

*Actual value is \$759, funding assistance is provided by the US Department of Labor

Course Code: 133R020

Policy Clause: Hawaii Community College complies with federal and state regulations regarding non-discrimination, affirmative action, and educational opportunity for the disabled. Students wishing more information or to register a complaint on the bases of these rules, please contact the Director for the Office of Continuing Education & Training (OCET), 200 W. Kawili Street, Hilo, HI 96720. (808) 934-2700. Students with disabilities needing assistance for a non-credit course are encouraged to contact OCET 10 days prior to the first day on instruction, (808) 934-2700.



Tired of just getting by?

This series of workshops, lectures and field trips can help you
Find financial, government and other means of support...
So you can start making REAL \$\$ in agriculture

**Classes Start Thursday, September 5 and final presentations are on Saturday, November 16.
Classes continue on Thursdays from 4:30 to 8:30 pm and on Saturdays from 1:30 to 5:30 pm**

Thursday 9/5 -- Introduction by Diana Duff

Saturday 9/7 -- Business Model Workshop by Diana Duff

Thursday 9/12 -- Product Marketing and Niche Markets by Dr. Stuart Nakamoto (CTAHR)

Saturday 9/14 -- Accessing Markets by Diana Duff

Thursday 9/19 -- Marketing Plan Workshop by Diana Duff

Saturday 9/21 -- Business Technology and Social Media by Larry Czerwonka

Thursday 9/26 -- Resources by Lester Ueda & Linda Kow (FSA) and Laila Jayyousi (NRCS)

Saturday 9/28 -- Grant Writing by Jeani Navarro (Arc of Kona)

Thursday 10/3 -- Cost of Production and Cash Flow Projections by Nancy Ginter-Miller (SBDC)

Saturday 10/5 -- Financial Plan Workshop by Diana Duff

Thursday 10/10 -- Farm Record Keeping by Dr. Stuart Nakamoto (CTAHR)

Saturday 10/12 -- Management Team Workshop by Diana Duff

Thursday 10/17 -- Risk Management & Crop Insurance by Lester Ueda (FSA) & Dr. Stuart Nakamoto

Saturday 10/19 -- Field Trip #1 to restaurants dedicated to buying local

Thursday 10/24 -- Executive Summary Workshop by Diana Duff

Saturday 10/26 -- Field Trip #2 to local agricultural distributors

NO CLASS on Thursday 10/31 – Finalize your Business Plan

Saturday 11/2 -- Field Trip #3 to value added & tourist related businesses

Thursday 11/7 -- Individual Student meetings for evaluation

NO CLASS on Saturday 11/9 & Thursday 11/14 -- Written Business & Presentation Materials Due

Saturday 11/16 -- Student Presentations followed by Certification Presentations & Potluck Dinner

Cost for entire series is \$25 – Register at HCC OCET office in Hilo 934-2700