

NAVIGATING THROUGH RAIL CONSTRUCTION

A BIA-HAWAII PRESENTED BUSINESS WORKSHOP SERIES

The Building Industry Association of Hawaii (BIA) announces a new series of free workshops to help businesses that are impacted by rail construction in the Ewa Beach, Waipahu, Pearl City, and Aiea areas.

The workshops are subsidized by a Rural Business Development grant from the U.S. Department of Agriculture. The workshops are geared to provide businesses with new skills, tools and advice from experts to navigate through rail construction and its potential impacts.

WHO SHOULD PARTICIPATE

Rural businesses along the rail route are encouraged to participate – especially those in the Ewa, Beach, Waipahu, Pearl City and Aiea communities that have been impacted by rail construction and are looking for outreach resources and assistance.

REGISTRATION IS FREE

There is no cost to participate in these workshops. All registration fees have been subsidized by the U.S. Department of Agriculture grant. Businesses are encouraged to sign-up and attend one or more of these workshops.

The Rural Business Rail Assistance Program is funded by the U.S. Department of Agriculture's Rural Development Grant and has been awarded to the Building Industry Association of Hawaii. This effort is also supported by the Honolulu Authority for Rapid Transportation, the Hawaii Small Business Development Center, Move Oahu Forward, and the Pacific Resource Partnership.

WORKSHOPS SESSIONS

SESSION #1

Social Media Workshop

Stay up-to-date with the latest social media tools and strategies to market your business online, engage customers and potentially increase the bottom line. Session is presented by L.P. Neenz Faleafine of Pono Media.

Monday, July 17, 2017

8:30 a.m. – 10:30 a.m.

Building Industry Association
of Hawaii
94-487 Akoki Street
Waipahu, HI 96797

SESSION #2

Leveraging the New Landscape

Marketing strategies and practical tips for small businesses to survive the impacts of long-term construction projects. Presented by Hawaii Small Business Development Center and the Honolulu Authority for Rapid Transportation.

Thursday, July 20, 2017

8:30 a.m. – 10:30 a.m.

**Registration & Workshop
Presentation**
Pearl City Library
1138 Waimano Home Road
Pearl City, HI 96782

SESSION #3

Local Success Stories and Best Practices

Join our panel discussion featuring local area businesses along the rail alignment that have navigated through rail construction. Learn about the many business outreach programs presented by the Honolulu Authority for Rapid Transportation. Also, learn from national expert, Yvette Rapose, Deputy Executive Officer - Community Relations at Los Angeles Metro about their light rail expansion project and how they worked with businesses through construction. A small business expo will follow.

Monday, July 24, 2017

8:30 a.m. – 11:30 a.m.

**Registration & Workshop
Presentation**

**11:30 a.m. – 12:30 p.m.
Small Business Expo**

Pearlridge Center –
Downtown: Level 2 Near Sears
98-1005 Moanalua Road
Aiea, HI 96701

For more information, or to register for the upcoming workshops, please visit www.biahawaii.org/RBRAProgram or call (808) 629-7505.

