

Students Learn from Speakers In and Outside of Classrooms

Young Business Leader of the Year Visits HPU

MGMT 7001 Management, Policy, and Strategy Formulation was fortunate to hear Layla Dedrick, Owner and CEO of Bella Pietra, speak about how she started her business and the challenges that her business has overcome in establishing itself in Hawai'i. Since she started her business, it has grown from \$600,000 revenue in its first year to \$11 million in 2008, with approximately 30 employees. Dedrick was also selected 2009 *Pacific Business News* Young Business Leader of the Year.

MBA students learned not only about the beautiful natural products that Bella Pietra sells in the design and construction industries, but also about the growth strategies that the company has used to sustain its competitive advantage in Hawai'i. Being in business has taught Dedrick that a challenge of staying in business is "to stay focused," so "it is very important to have a company mission and values." The company's vision is "to be the 'standard' in Hawai'i" (e.g., having quality products, providing exemplary customer service, and having enviable corporate citizenship.)

Dedrick provided advice to students, including, "you've got to talk to people" at all levels of the business; from employees to supplier, customers, and competitors. She stays in touch with business trends by reading industry trade publications, business news, and speaking at various organizations. Dedrick is 39 years old and has the distinct honor of being in the "Forty Under 40" *Pacific Business News* group of successful businesspeople in Hawai'i.



MGMT 7001 Management, Policy, and Strategy Formulation Class, taught by Dr. Susan Fox-Wolfgramm (far right), with Layla Dedrick (center).

Local Corporation Speakers on Business Policy



Guest presentation by Rapid Technology, LLC

The MGMT 4001 class had two special presentations. Both presentations covered major topics discussed in MGMT 4001 Business Policy, including environmental scanning, strategy formulation, strategy execution, and strategy evaluation and control. Students were able to compare and contrast the strategic operation of small and large businesses in new versus established industries.

The first presentation was given by Mr. Russ Ogi, COO and a business associate from Rapid Technology, LLC., a company involved in the equipment distribution, production, and support services of 3D printing, creating physical models out of 3D data. Students learned about what it is like to start a high tech company in Hawai'i, the importance of customer service and education in establishing a new business in a relatively unknown industry, and how the company is strategically managing itself for future growth.

The second presentation was held at Plueger Honda. Students visited the dealership and were able to meet with Mr. Stanley Lum, Senior Sales Associate and former Sales Manager. He answered students' questions relating to the operation of the dealership during tough economic times, how the company serves the Hawaiian market, and how the company works closely with the Honda Corporation in maintaining standards of excellence. He also talked about the similarities and differences that exist between how the Honda Corporation services the Japanese and American markets.



MGMT 4001 Visits Plueger Honda Dealership