

Small Business Advancement National Center  
 University of Central Arkansas  
<http://www.sbaer.uca.edu>

SBANC Newsletter, December 16, 1997

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#### UPCOMING EVENTS

#### ELECTRONIC DATA INTERCHANGE CONFERENCE - JANUARY 24, 1998

The Electronic Data Interchange (EDI) Conference is an event that you will not want to miss. Presenters at the conference will include The Electronic Commerce Resource Center, Sterling Software, The U.S. Small Business Administration, Ford Motor Company, and Kimberly Clark Corporation. EDI will help to improve your company's productivity, efficiency, lead time, and product quality. The conference will be from 8 A.M. to 4:30 P.M. (CST) on Saturday, January 24, 1998 at the Burdick Business Building located on the campus of the University of Central Arkansas in Conway, Arkansas. This conference is being sponsored by the Arkansas Manufacturing Extension Network, Southwestern Bell, Purchasing Management Association of Arkansas, and the Small Business Advancement National Center.

Some of the topics that will be discussed during this conference are: the definitions, background and benefits of EDI Concepts; the standards, value added networks, and hardware and software of EDI Components; and how to decide strategy and the level of the implementations of EDI.

EDI could reduce your acquisition and support costs, improve quality and timeliness, improve responsiveness, and reduce paper flow in your company. This concept will help you to stay competitive in the marketplace and increase your business opportunities. If you are already using EDI, this conference will help you to freshen your outlook on it and give you new ideas for the future.

The deadline to register is January 12, 1998 and the cost of the conference is only \$20 per person, which will include materials and lunch. You will need to pre-register because seating is limited. Also for those of you who are NAPM members, this conference will give you credit for six hours of teaching time. To register, or for more information on this spectacular event, please contact Netta Thomas at 501-450-5320 or Kim Stubbs at 501-450-5373.

#### HOW TO MAKE YOUR BUSINESS MORE VIABLE USING THE INTERNET FEBRUARY 6, 1998

Are you interested in learning how to expand your business using telecommunication? If the answer is yes, then you must attend this workshop designed especially for you. Learn how to market and expand your business using the Internet, how to setup web sites and equipment needs, on-line cataloging, and developing interactive CD-ROMS. Special presentations will also be made on EDI and it's uses and the latest and hottest technologies in telecommunications. Several representatives will also be on hand to talk about government programs for business and technology development such as the Small Business Innovation Research Program, EPScOR, Arkansas Manufacturing and Extension Network

Program, and more.

As a special tribute to technology development, the Arkansas Technology Transfer Society will also honor their award winners in technology transfer. This will be a great time to meet the movers and shakers in technology development and learn of what's happening in Arkansas! Keynote speaker will be Dr. Mary Good of the Venture Capital Corporation.

Materials and lunch will be included in a registration fee of \$49. To register, please call UALR Arkansas Small Business Development Center at 501-324-9043 or 800-862-2040.

This workshop is sponsored by the Arkansas Technology Transfer Society, UALR Arkansas Small Business Development Center, and the Federal Laboratory Consortium. It will be held at the ALLTEL Auditorium, ALLTEL Corporation, Building 3, One Allied Drive, Little Rock, AR.

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THERE ARE MANY OPPORTUNITIES IN EXPORTING

According to the Small Business Administration, "world trade is increasingly important to the health of our economy and to the growth of U.S. companies." For every one billion dollars generated in export trade, about 25,000 jobs are also generated. "There has never been a better time for American businesses, particularly small businesses, to begin exporting (Small Business Administration)."

There are also many advantages in exporting which include:

- \* Increased growth
- \* Increased profits
- \* Additional markets
- \* Extended product/service life cycles
- \* Increased number of customers
- \* Tax advantages
- \* Added product/service lines
- \* Improved competitiveness
- \* Favorable publicity and recognition

Thousands of small firms are already exporting. To find out more about this topic and how you can get involved in this market, please visit our web site at:  
<http://www.sbaer.uca.edu/docs/Publications/pub00062.txt>.

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TIP OF THE WEEK  
USE OF A HUMAN RESOURCE MANAGER

"A firm with only a few employees cannot afford a full-time specialist to deal with personnel problems. Some of the more involved human resource tools and techniques that are required in large businesses may be unnecessarily complicated for the small business. As it grows in size, however, its personnel problems will increase in both number and complexity."

"The point at which it becomes logical to hire a human resource manager cannot be specified precisely. Each entrepreneur must decide whether the type and size of the business would make it profitable to employ a personnel specialist. Hiring a part-time human resource manager might be a logical first step in some instances."

Some conditions that encourage the appointment of a human resource manager in a small business are:

1. When there is a substantial number of employees. (What is "substantial" varies with the business, but 100 employees is suggested as a guide.)
2. When employees are represented by a union.
3. When the labor turnover rate is high.
4. When the need for skilled or professional personnel creates problems in recruitment or selection.
5. When supervisors or operative employees require considerable training.
6. When employee morale is unsatisfactory.
7. When competition for personnel is keen.

"Until the time when a human resource manager is employed, however, the owner-manager typically functions in that capacity. His or her decisions regarding selection, compensation, and other personnel issues will have a direct impact on the operating success of the firm."

"Small Business Management, An Entrepreneurial Emphasis;" Ninth Edition; Justin G.Longenecker and Carlos W.Moore, Baylor University; South-Western Publishing Company; Cincinnati, Ohio; 1994; page 445-6.

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