

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

SBANC Newsletter, November 25, 1997

 DO NOT FORGET TO MARK YOUR CALENDAR!!!

LITTLE ROCK TRANSPORTATION - FREE FORUM - DECEMBER 2, 1997

We would like to invite you to join the U.S. Department of Transportation's (DOT), Office of Small and Disadvantaged Business Utilization (OSDBU), and state and local officials for a "Transportation Forum" in Little Rock, Arkansas. The Arkansas Regional Minority Supplier Development Council is the DOT's Representative for this event. The co-sponsors are the Greater Little Rock Chamber of Commerce, Office of Small, Minority & Women-Owned Business Development, and the Economic Research & Development Center, University of Arkansas. This event will be held on December 2, 1997 at the Arkansas Excelsior Hotel, Three Statehouse Plaza, Little Rock, Arkansas 72201, 501-375-5000.

The "Transportation Forum" is designed to educate, train and assist Small and Disadvantaged Businesses (SDB), including minority and women entrepreneurs, to secure DOT funded procurement and DOT assisted contracting opportunities with state and local transportation agencies.

Specific information will be provided on current and future procurement and transportation related issues that affect small and disadvantaged businesses. Federal, state and local officials will discuss their procurement opportunities and explain how small business owners can compete. In addition, the DOT Bonding Assistance and Short Term Lending Programs for transportation related contracts will be discussed in detail.

The opening session will begin at 8:45 A.M. and end at 3:00 P.M.CST. Registration will begin at 8:00 A.M. For hotel reservations, please call (501) 375-5000 or 1-800-527-1745. Make sure to mention our group name, "The U.S. Department of Transportation", to obtain the group rate. There is no cost for registration. However, please contact Mr. Nelson Quinones, Program Associate, of JDG Associates, Inc. at 1-800-532-1169 ext. 69886 or 1-202-366-9886 to register.

The U.S. Department of Transportation is looking forward to doing business with small, minority, women and disadvantaged business owners on December 2, 1997 in Little Rock.

VETERAN PRE-BUSINESS WORKSHOP DECEMBER 6, 1997

This workshop will be held at the University of Central Arkansas in the Burdick Business Building on Saturday, December 6, 1997 from 8:00 A.M. until 12:30 P.M. The event will be sponsored by the Service Corps of Retired Executives (SCORE) and the Small Business Advancement National Center. The workshop will cover important small business topics such as, Business Planning, Legal Structures, Marketing Strategies for the Future, Loan Programs, and Record Keeping. The individuals who will be speaking at this event are very well educated in their particular field. Many have owned small businesses, taught in various universities, and have

had "hands on" experience in the small business world. The workshop will be very helpful for those wanting to start a small business or for those who currently have a small business. It will be especially useful for veterans, because it will touch on the different benefits of owning a small business as a veteran. There will be individuals there who will be able to help you with small business questions that pertain directly to veterans. A registration fee of only \$25.00 per person will be charged. To pre-register for this event please contact Netta Thomas at 501-450-5320 (e-mail: jthomas@mail.uca.edu) or Kim Stubbs at 501-450-5373 (e-mail: kstubbs@mail.uca.edu).

WE ARE MAKING PLANS FOR OUR EXCITING ELECTRONIC DATA INTERCHANGE CONFERENCE, AND HOPE TO SEE YOU THERE!!!

EDI CONFERENCE - JANUARY 24, 1998

The plans are coming together for our Electronic Data Interchange Conference to be held on the campus of the University of Central Arkansas in the Burdick Business Building, January 24, 1997 from 8:00 A.M. until 4:30 P.M. CST. Sponsored by the Arkansas Manufacturing Extension Network, Southwestern Bell, Purchasing Management Association of Arkansas, and the Small Business Advancement National Center, this conference will be a "hands on" experience that will teach you all you need to know about using Electronic Data Interchange in your small business. The cost will be \$30 per person and will include lunch, refreshments, and materials. We will have access to numerous computers that are all linked to the Internet. Registration brochures will be available soon, so continue to watch for information on this conference in our upcoming newsletters.

YOU MAY BE ELIGIBLE TO PARTICIPATE IN A NEW RESEARCH AND DEVELOPMENT FUNDING PROGRAM

The U.S. Department of Energy is looking for small businesses, colleges and universities that have an abundance of creativity, resourcefulness, entrepreneurial spirit, and good old American "know-how." Your assistance is needed, with funding from the Cooperative Automotive Research for Advanced Technology (CARAT), to help overcome the technology barriers that prevent our nation's production of increasingly energy efficient and environmentally friendly automotive vehicles.

CARAT will: (1) provide funding for the design and development of advanced energy-efficient automotive components and systems, (2) bring these innovative ideas and concepts to the attention of the automotive industry, and (3) accelerate the introduction of these new energy-efficient technologies in advanced vehicles.

CARAT's three-phase program has been designed to promote your success if you are chosen to participate. CARAT will support the development of your technology from proving its feasibility, through prototype development, and on to partnering with a manufacturer for validation of the technology and demonstration of production feasibility.

Solicitation for this program has been open since October 28, 1997 and proposals are due no later than February 28, 1998. More information on the CARAT program, the program solicitation and

due dates, and research topics can be found at:
http:www.ipd.anl.gov/carat. Please feel free to contact the following individuals with any other questions you might have concerning this program:

Shelley Launey, CARAT Program Director
fax: 1-202-586-9815
E-mail: shelley.launey@hq.doe.gov

Ann Kerksieck, Federal Laboratory Consortium
University of Arkansas at Little Rock
Small Business Development Center
Voice mail: 1-501-324-9047
Fax: 1-501-324-9049

TIP OF THE WEEK

SELECTING SOFTWARE

"Although it might seem logical to choose a computer system and then choose the software to use on it, it is actually wiser to select the software first. In fact, identifying the right software is critical to the success of a computer system, because it is the software that tells the computer how to use data to perform business tasks and because a piece of software does not necessarily run on every computer model. Unfortunately, few entrepreneurs approach computerization this way. Small wonder, then, that so many computer systems fail to meet expectations. In the words of the bank of America:

A computer is only as good as its software. It isn't the equipment on the table that processes information, the software does. The software drives the machine. You buy a computer to perform a particular job. The software is the set of instructions that tell the computer what job to do and how to do it. You can buy the finest state-of-the-art machine, but if its software fails to meet your needs, you're stuck with an expensive and useless piece of electronic equipment. It can hardly be overstated: Do your software shopping before you shop for hardware.

With so many software packages to choose from, it is often hard to select the one that suits a venture's needs best. Before deciding, entrepreneurs should talk with other entrepreneurs who already have chosen software, to find out their personal experiences. Talking with a noncompetitor in the same industry or profession can be especially helpful. For example, does a particular spreadsheet package handle sales forecasting for small independent grocers effectively? Or does a particular word processing package do a better job with form letters than does another package?"

"Small Business Management, A Guide To Entrepreneurship," Fifth Edition, Nicholas Siropolis, Cuyahoga Community College, Houghton Mifflin Company, Boston, 1994, page 515-16.

If you have any comments about our newsletter or if you have

information about upcoming small business events in your area
please contact Kim Stubbs at: kstubbs@mail.uca.edu or
501-450-5373.

SBANC STAFF

Dr. Don B. Bradley III
Executive Director and Professor of Marketing
Phone (501) 450-5345 E-mail: Donb@mail.uca.edu

Jeannette Thomas
Project Coordinator
Phone (501) 450-5320 E-mail: Jthomas@mail.uca.edu

Kimberly Stubbs
Assistant Project Coordinator
Phone (501) 450-5373 E-mail: Kstubbs@mail.uca.edu

Celine Birre
Graduate Assistant
Phone (501) 450-5373 E-mail: CB9015@cub.uca.edu

Joanne Price
Student Assistant, Webmaster
Phone (501) 450-5377 E-mail: JLP9278@cub.uca.edu

Kimberly Duke
Student Assistant
Phone (501) 450-5300 E-mail: KDD2251@cub.uca.edu

Rhondi Redmond
Student Assistant
Phone (501) 450-5300 E-mail: RAR1014@cub.uca.edu

Molly Bass
Student Assistant, Webmaster
Phone (501) 450-5377 E-mail: MJB3263@cub.uca.edu

Michael Hung
Student Assistant
Phone (501) 450-5377 E-mail: RH0697@cub.uca.edu

Jay Garrison
Student Assistant
Phone (501) 450-5377 E-mail: jkg9440@cub.uca.edu
