

Small Business is Our Business...  
Small Business Advancement National Center  
University of Central Arkansas  
<http://www.sbaer.uca.edu>  
SBANC Newsletter, September 8, 1998

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UPCOMING EVENTS!!!

ASBE and SBIDA Call for Papers  
Due: September 15, 1998

Only one more week to submit papers and workshops to the Association for Small Business and Entrepreneurship (ASBE) Conference and the Small Business Institute Directors Association (SBIDA) Conference. To find out about submission guidelines and conference details, visit our web site at:  
<http://www.sbaer.uca.edu/docs/bulletins/blt28.asc>  
for the ASBE Conference and  
<http://www.sbaer.uca.edu/docs/bulletins/99sbida.txt>  
for the SBIDA Conference.

SMALL BUSINESS DEVELOPMENT FOR WOMEN - OCTOBER 27, 1998!!!

This exciting conference is coming together for Tuesday, October 27, 1998. It will be held at the Conway Regional Medical Center Cafetorium in Conway, Arkansas. The conference entitled "Small Business Development for Women," will benefit not only women who already own their own small business, but also women wishing to start one. The day will begin with a continental breakfast during registration from 8:15 a.m. - 8:45 a.m. The program will begin at 8:45 a.m. with various speakers and topics throughout the day. Mary Ann Campbell, Money Magic, Inc. will be speaking on "Believing in the Magic in You," followed by Dr. Don B. Bradley, Executive Director of the Small Business Advancement National Center, speaking on "Preparing a Business Plan." The conference will also feature a business loan panel with representatives from several area banks, as well as a representative from the Small Business Administration. Other areas of interest will include: "Creating a Professional Image," and "Wellness and Stress in the Workplace." This will be spectacular free event in which seating is only available for the first 100 participants, so pre-registration is necessary. Lunch will be provided. To register or for more information contact Netta Thomas at 501-450-5320 or Kim Stubbs at 501-450-5373. Contact Ruth Ann Williams at the Conway Adult Education Center for child care provision for this conference no later than one week prior at 501-450-4810.

Check out other upcoming conferences and events by visiting our web site at: <http://www.sbaer.uca.edu/sbaer/bulletins/index.html>  
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A magazine recently ran a "Dilbert quotes" contest. They were looking for people to submit quotes from their real life Dilbert-type managers. Some of the submissions follow:

"What I need is a list of specific unknown problems we will

encounter."

"E-mail is not to be used to pass on information or data. It should be used only for company business."

"Turnover is good for the company, as it proves that we are doing a good job in training people."

"This project is so important, we can't let things that are more important interfere with it."

"We know that communication is a problem, but the company is not going to discuss it with the employees."

"We recently received a memo from senior management saying, 'This is to inform you that a memo will be issued today regarding the subject mentioned above.'"

"One day my Boss asked me to submit a status report to him concerning a project I was working on. I asked him if tomorrow would be soon enough." He said, "If I wanted it tomorrow, I would have waited until tomorrow to ask for it."

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"Marketing With Integrity"

"Integrity is one of the most important yet perhaps most misunderstood concerns in marketing today," believe O.C. Ferrell of the University of Memphis, Debbie Thorne LeClair of the University of Tampa, and Linda Ferrell of the University of Tampa. In their paper "Integrity Marketing," the three state that it is their view that "integrity marketing helps establish the character and core values of an organization that directly improves productivity, competitiveness, and profitability."

Many companies today have reports about scandalous activities within their organization and many of these stem from "failure to incorporate integrity into marketing." Ferrell, LeClair, and Ferrell all believe that "without programs to manage organizational integrity effectively, ethical concerns often turn into legal problems for organizations, which destroy trust with the public, customers, and other stakeholders." The three describe these marketing integrity programs in their paper. To find out more about this topic and to read the entire paper by Ferrell, LeClair, and Ferrell visit our web site at: <http://www.sbaer.uca.edu/docs/proceedingsII/98sma151.txt>

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TIP OF THE WEEK  
MAKING HIT RECORDS KEEPING GOOD BUSINESS RECORDS IS VITAL  
(Taken from the IRS 1998 Tax Tips Calendar for Small Businesses, May 1998 Section.)

Keeping your business records in a filing system may be last on your list of priorities, but it's just as important as any other aspect of your business, especially if you're on a tight budget. Every receipt saved could translate into a deduction on your tax return.

So, what's the best way to keep good records? It doesn't have to be complicated. Use any system you like to keep books and inventory records, as long as you clearly and accurately show your gross income and expenses.

Your tax records must back up all the tax deductions and credits you claim on your tax return. Keep careful track of all your income and where it comes from. It's important to separate your business and personal receipts and your taxable and nontaxable income.

Be careful if you transfer some of your personal funds into your business account, essentially making a "loan" to the business. Keep complete records of transaction so that you don't include the money in your taxable business income by mistake.

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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

Jim Grinder  
Assistant Project Coordinator - Data Processing  
Phone (501) 450-5377 E-mail: JimG@mail.uca.edu

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

Pierre Murat  
Graduate Assistant  
Phone (501) 450-5300 E-mail: pm9739@mail.uca.edu

Adam Lites  
Student Assistant  
Phone (501) 450-5300 E-mail: aml5025@cub.uca.edu

Sherryl DeVries  
Student Assistant  
Phone (501) 450-5300 E-mail: sld9087@cub.uca.edu

Rhondi Redmond  
Student Assistant  
Phone (501) 450-5300 E-mail: rar1014@cub.uca.edu

Jay Garrison  
Student Assistant  
Phone (501) 450-5300 E-mail: jkg9940@cub.uca.edu

Marta Bacelar  
Student Assistant  
Phone (501) 450-5300 E-mail: mb2623@cub.uca.edu

Jimmy Corley  
Student Assistant  
Phone (501-450-5300 E-mail: jkc5357@cub.uca.edu

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