

Small Business is Our Business...
 Small Business Advancement National Center
 University of Central Arkansas
<http://www.sbaer.uca.edu>
 SBANC Newsletter, October 27, 1998

 UPCOMING EVENTS!!!

USASBE ANNUAL NATIONAL CONFERENCE

The USASBE 13th Annual National Conference will be held in San Diego, California, on January 14-17, 1999. Those registering before November 30, 1998, will receive a lower registration fee, so register as quickly as possible. For further information on USASBE or the conference, see the USASBE web site at www.usasbe.org or contact: Dr. Scott Kunkel, 1999 Program Chair, at 619-260-2376 or by fax at 619-260-4891.

CALL FOR PAPERS

The American Association of Behavioral and Social Sciences (AABSS) will hold their Second Annual Meeting on February 2-4, 1999, at the Imperial Palace Hotel and Casino in Las Vegas, Nevada. The deadline for proposals is November 6, 1998. For more information visit the AABSS web site at <http://www.eckerd.edu/academics/bes/aabss/>

 "AM I A BOSS OR A BABY SITTER?"

A visitor to the Inc. Online web site wrote in with the following: "How can I get my staff to understand the value of their time? They work very hard when they're here. One takes as many sick days as possible. The other always asks to leave early. Both feel free to come in late. I've never been a firm manager, so how do I enforce the rules without being too tough or too nice? Or am I doomed?"

The opinions of those replying varies greatly as to what the easy-going boss should do. Some say "replace them," while others offer a more gentle solution: "Getting tough doesn't work anymore -if ever." To join the conversation, visit Inc. Online's web site at <http://www.inc.com/bbs/show/19/908640302-999>

 ADVICE ON GETTING ADVICE

According to their research, Leo Cheatham, Paul Dunn, and Carole Cheatham (all from Northeast Louisiana University) claim that there is some misunderstanding among accountants and bankers about incorporation that is passed on to their advisees -the small business owners. The focus of their paper, "Perceived Advantages of Incorporating a Small Business: A Comparison of Accountants and Bankers," is to gain knowledge on the perceptions of the above mentioned professions as to the incorporation of small businesses.

According to the authors, textbooks portray discussions of legal forms of business organizations as if all businesses fall into

one size group. Many accountants and bankers, the authors say, turn to this erroneous textbook idea when advising clients. "The advantages and disadvantages of incorporation [given by some accountants and bankers] are not just misleading, they are often wrong," say the authors. The error comes from the assumption that corporations are large enough to have the advantages and disadvantages discussed in most textbooks. In contrast, the authors state that small corporations do not reap the same benefits that their larger counterparts do.

To conduct this study, practicing accountants and bankers were surveyed to gain insight on their perceptions. To see the results of the survey, the authors' perceptions of actual differences between small corporations and larger ones, and some advice on how to select an informed advisor when seeking organizational assistance for your business, view the entire paper on our web site at <http://www.sbaer.uca.edu/docs/proceedingsII/97asb059.txt>

TIP OF THE WEEK

"Advantages and Disadvantages of the Home Office"
(Taken from "Starting Your Home-Based Business," by Linda Pinson and Jerry Jinnett. See full credit below.)

For some, working at home can be a wonderful experience. For others it can be a nightmare. Initial advantages can become disadvantages. A home is inherently a private place. A business must be a public entity and therein lies the conflict.

Most entrepreneurs express a need for independence. To be able to work on their own with no outside direction is a goal for many. As a home-based entrepreneur, you may be making all of the business decisions. The home office allows for a flexibility in scheduling not practical in a outside office setting. The home entrepreneur sets the schedule for days off and for the number and time of hours worked per day. Independence and flexibility are two frequently cited advantages that can easily become problems for some. The home entrepreneur must be self-disciplined.

The home office can lead to a feeling of isolation from peers and colleagues. The office which served as a source of social contact and friendships is no longer present.

One of the pitfalls of the home office is that it can take over the home and the life of the owner. Because you don't "leave" work, the tendency is to work longer hours. The work is always there.

The lack of child care facilities and the high cost of day care lead many parents to opt for the home-based business. However, while the decision to locate the business in the home is often made in order to spend more time with the children, the discovery is soon made that it is difficult to work productively with small children around.

There are financial advantages to locating a business in the home. Money is saved on parking, lunches, child care and

wardrobe. It is more economical to work at home than to rent or buy office space elsewhere.

Home-based business can have a positive effect on the community. Near-by businesses such as print shops and office supply stores are patronized. Having someone visible in the area can create more secure neighborhoods through Neighborhood Watch participation.

Following are ten tips for keeping the advantages of home business from turning into disadvantages:

1. Start the day in a professional manner. Dress appropriately for your work.
2. Establish and observe regular working hours.
3. Establish a routine or schedule that works for you.
4. Make business calls during normally established working hours. Use an answering machine during non-working hours.
5. Maintain a separate room or work area for your office.
6. Treat interruptions as if you were working at a job outside the home.
7. Re-educate family, friends and neighbors regarding your business and its hours.
8. Get out of the house at least once a day.
9. Keep your contacts with colleagues through trade and professional associations.
10. Protect your free time: no business calls, customers, "shop talk" during non-business hours.

"Starting Your Home-Based Business," 2nd Edition, Pinson, Linda and Jinnett, Jerry, Upstart Publishing, United States, 1989.

 If you have any comments about our newsletter or if you know of an upcoming small business event in your area, please contact Dr. Don B. Bradley III by e-mail at: Donb@mail.uca.edu

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