

Small Business is Our Business...

Small Business Advancement National Center  
University of Central Arkansas  
<http://www.sbaer.uca.edu>  
SBANC Newsletter, September 1, 1998

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UPCOMING EVENTS!!!

CALL FOR PAPERS

Small Business Institute Directors Association  
1999 Conference  
Globalizing the Small Business Institute (TM Program)  
San Francisco, California, FEBRUARY 10-13, 1999

You are invited to participate in the program as a paper reviewer, discussant, and/or session chair. Paper reviewers should call the appropriate track chair by September 1, 1998. Persons interested in becoming a discussant or session chair should write the program chair before October 1, 1998. To find out about paper guidelines and to see a list of the program chairs, visit our web site at: <http://www.sbaer.uca.edu/docs/bulletins/99sbida.txt>

United States Association for Small Business and Entrepreneurship  
U.S. Affiliate of the International Council for Small Business  
13th Annual National Conference  
January 14-17, 1999  
San Diego, California  
Deadline for Paper Submissions: September 7, 1998

To find out about paper topics and deadlines, please visit our web site at: <http://www.sbaer.uca.edu/docs/bulletins/blt13.asc>

ARKANSAS BIOTECHNOLOGY ASSOCIATION'S ANNUAL MEMBERSHIP MEETING

This year's meeting and conference will be held at the Holiday Inn Select, on Shackelford & Markham, from 11:30 a.m. to 5:00p.m on Wednesday, September 9, 1998. The keynote address will be given by Lieutenant Governor Winthrop P. Rockefeller at 12 noon. To register, call Jeanette at (501) 686-8614. The fee will be \$25.

TECHNOLOGY RESOURCES WORKSHOP

Sponsored by Arkansas Science Technology Authority, this workshop will be held on September 25, 1998 at the UALR Donaghey Student Center Room 3. Registration begins at 9:00a.m. For more information on this workshop, call Leslie Lane at (501) 324-9006.

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"NET-BASED BUSINESS OPPORTUNITIES: ARE SOME

FLOPPORTUNITIES?"

"Scam artists selling fraudulent Internet related business opportunities are trying to cash in on the Internet's potential," says the Federal Trade Commission, Bureau of Consumer Protection in a "Facts for Consumers" report. The report says, "don't let them fool you." The Internet has vast commercial possibilities, however every entrepreneur who buys into an Internet "opportunity" doesn't "automatically find a pot of gold at the end of the rainbow."

You may see fraudulent Internet-related business opportunities that will be promoted on Web sites and through e-mail solicitations. These frauds are also marketed through more traditional methods such as: infomercials, telemarketing, trade show presentations, seminars, direct mail solicitations, and classified ads and "advertorials" in major newspapers and magazines. You need to watch out, because the Federal Trade Commission says that many of the scams are targeted to individuals who are not technologically savvy.

Various examples of scams used to offer business opportunities over the Internet can be found by reading the entire report by the Bureau by visiting our web site at: <http://www.sbaer.uca.edu//Docs/Publications/netop.txt>

(Source: "Facts for Consumers," "Net-based Business Opportunities: Are Some Flopportunities?" Federal Trade Commission, Bureau of Consumer Protection, Office of Consumer & Business Education (202) 326-3650.)

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TIP OF THE WEEK

THE GLOBAL ECONOMY AND CULTURAL DIVERSITY  
(Taken from "Small Business Management" Sixth Edition by Nicholas Siropolis. See full credit below.)

With the rise of new technology, each year the world is becoming a smaller place. What affects one nation often affects the entire world. In no area is this more true than in business. As we move toward the 21st century, we increasingly find that our problems are our neighbors' problems as well, and that only by working together can we solve them.

Noted futurist Alexander King predicts a world in which "a few countries shelter 20 percent of the population, the rich elite, favored by birth, using the tools of science and technology to benefit themselves and surrounded by the remaining 80 percent of the people, young, hungry, poor, and shut out."

This pessimistic view is already under siege. The prestigious British publication, "The Economist", surveyed the global economy in 1995 and learned that the rich countries are finding unprecedented opportunity in improving

the lot of underdeveloped countries like those in Africa and Central America. The following list shows the percent of exports that the underdeveloped countries account for:

- \* 49 percent of Japan's
- \* 42 percent of the United States'
- \* 25 percent of Italy's
- \* 23 percent of France's
- \* 23 percent of Germany's
- \* 20 percent of Great Britain's
- \* 8 percent of Canada's

Export trade of this size can only help bridge the gap between the haves and the have-nots. Not only will it help relieve poverty in underdeveloped countries, it may also provide them with marvelous business opportunities. For there is little question that to achieve some measure of prosperity at home, underdeveloped countries must first participate fully in the global economy. In the works of Peter F. Drucker, the noted author, lecturer, and consultant:

The one unambiguous lesson of the last forty years is that increased participation in the global economy has become the key to domestic economic growth and prosperity. There is a one-to-one correlation between a country's domestic economic performance in the forty years since 1950 and its participation in the global economy.

Supporting evidence may be found in the examples of Japan and Korea, whose domestic economies have grown the fastest in the global economy since 1950. On the other hand, the countries that have retreated from the global economy Great Britain among them--have fared the worst domestically.

A qualifying work is in order about the export numbers given in the previous list. These numbers, official though they may be, fail to tell the whole story. They cover only the export of products, such as tools and trucks that we can touch and see. Missing from the official numbers, and all but impossible to measure with precision, is the export of services, which we cannot touch and see--for example, those services generated by:

- \* Royalties on books, videos, and software
- \* Management consulting firms
- \* Royalties on technology
- \* Financial services
- \* Higher education
- \* Law firms
- \* Hollywood

Note that most of these services have to do with exporting knowledge. In rich countries like the United States, the export of knowledge may equal, if not exceed, the value of the export of products.

Siropolis, Nichalas, "Small Business Management," Sixth Edition, Houghton Mifflin Company, Boston, New York, 1997, pp. 12-13.

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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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