

Small Business is Our Business...  
Small Business Advancement National Center  
University of Central Arkansas  
<http://www.sbaer.uca.edu>  
SBANC Newsletter, January 12, 1999

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1999 ASSOCIATION FOR SMALL BUSINESS & ENTREPRENEURSHIP CONFERENCE  
Hyatt Regency Houston, Houston, Texas  
March 10-13, 1999

For more information visit our web site at:  
<http://www.sbaer.uca.edu/docs/bulletins/pinup.txt>

Small Business Institute Directors Association 1999 Conference  
Globalizing the Small Business Institute (TM) Program  
SAN FRANCISCO, CALIFORNIA  
FEBRUARY 10-13, 1999

For more information visit our web site at:  
<http://www.sbaer.uca.edu/docs/bulletins/99sbida.txt>

"DOING BUSINESS IN WESTERN EUROPE" CONFERENCE MARCH 7-9, 1999.

Mark your calendar for this spectacular world-event that will give you vital information about exporting/importing in Western Europe. Delegates from France, England, Finland, Germany, Portugal, and the Netherlands will be present. Plan to attend this global event to be held at the Holiday Inn Airport in Little Rock, Arkansas. Some of the topics that will be discussed include: Legal Aspects of Importing/Exporting, Marketing in Europe, Trade and Investment Opportunities, Networking, Terms for the European Market, and more. This conference will focus on how American businesses can do business with the countries mentioned above. In order to enhance attendees' learning experience, please plan to participate in a panel discussion. To pre-register please email your name, company name, address, and phone number to [kstubbs@mail.uca.edu](mailto:kstubbs@mail.uca.edu) or call 501-450-5373. The conference fee will be \$100 per person in advance and \$125 per person at the door. This includes two lunches and a dinner. For hotel reservations call the Holiday Inn Airport in Little Rock at 501-490-1000. The conference will begin on Sunday, March 7, 1999 at 1:00 p.m. and will end on Tuesday, March 9, 1999 at approximately 9:00 p.m.

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"Finding a New Product for Your Company"  
(This information was provided by the U.S. Small Business Administration, Management Aids, Office of Business Development (Number 2.006) by John B. Lang, Technology Utilization, Los Angeles, California.)

"Sometimes the only way a small manufacturer can expand sales is by introducing a new product," says John B. Lang with the Small Business Administration in Los Angeles, California. Many times the products made have reached their sales peak, therefore, they cannot be modified to create additional sales. Thus, it is

sometimes more profitable to come up with a new product.

In a management aid put out by the Office of Business Development of the Small Business Administration, a practical approach to the selection of a suitable new product and suggestions about sources that can be helpful to finding such a product are discussed.

In the publication, Lang suggests that "a systematic approach is the best way to find a new product." The author believes that in such an approach, your first action should be to set a new product policy. Lang said, "Before you start to search for a new product, set guidelines for that search."

Guidelines to help you answer the following questions can be found by visiting our web site at:  
<http://www.sbaer.uca.edu/docs/Publications/pub00103.txt>

\* Can the new product be made on present equipment?

\* Will it be sold to your present market?

\* What is the profit potential of the new product?

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TIP OF THE WEEK

"Videoconferences"

(Taken from "Business Communications," written by Carol M. Lehman, William C. Himstreet, and Wayne Murlin Baty. See full credit below.)

The videoconference takes advantage of all media audio, graphics, and video. Speakers provide the audio feedback, facsimile devices send graphics, and cameras transmit the video portion of the conference in a specially equipped room. Participants engage in group discussions while observing one another's facial expressions and gestures.

Some personal computer companies have introduced inexpensive personal desktop videoconferencing systems that allow users to hold electronic meetings and share and annotate files and images across existing local area networks and telephone lines in real time. Desktop videoconferencing restores the nonverbal elements of interpersonal communication that are lost over the telephone and is more personal than a "disembodied" voice at the other end of a telephone line. More important than the visual dimension, however, is the ability to "document conference." Using collaborative software with the desktop technology, users in remote locations can see each other as they work together on computer files (share text files, graphics, and images) at the same time. For example, an engineer in one location can share design diagrams with a marketing associate at a distant site, allowing the two to collaborate on the design without traveling. An ad agency and client make changes on proposed ads; a doctor sends an x-ray to a remote expert, gets an opinion, and saves lives.

As the cost of videoconferencing capability declines, electronic meetings will become a common communication medium. Oral communication, especially within small groups, will be critical

to interacting effectively in this environment.

"Business Communications," 11th Edition, Lehman, Carol M., Himstreet, William C., and Baty, Wayne Murlin, South-Western College Publishing, 1996, Cincinnati, Ohio, pp.128-129.

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If you have any comments about our newsletter or if you know of an upcoming small business event in your area, please contact Kim Stubbs by e-mail at: kstubbs@mail.uca.edu

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