

Small Business is Our Business...
 Small Business Advancement National Center
 University of Central Arkansas
<http://www.sbaer.uca.edu>
 SBANC Newsletter, January 19, 1999

30th Annual Meeting of the Decision Sciences Institute
 November 20-23, 1999
 Submission Deadline: March 1, 1999

For more information visit their web site at:
http://dsi.gsu.edu/meet_99/call99.htm

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

The time is drawing near for this spectacular world-event that will give you vital information about exporting/importing in Western Europe. Make plans now to attend! 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 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.

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>

"THE ADVANTAGES OF VIRTUAL MARKETING"

In a paper ("Virtual Marketing") presented at the Western Decision Sciences Institute 1998 27th Annual Meeting (Reno NV; April 7-11) by Jacob M. Chacko, University of North Dakota and Randy Larson, MBA Student, University of North Dakota the two writers indicated that "the Internet is a technological innovation that can ideally be thought of as a gigantic database of almost infinite proportions." They also said a that "various search tools, or "browsers," are available which can assist marketers in finding almost any kind of information they desire."

The idea of using virtual marketing through the entire marketing process and to assess its feasibility in a wide variety of areas is brought out in the paper by Chacko and Larson. The Internet can be a helpful marketing tool for the small business owner. A process known as relationship marketing gives three key elements as stated in the paper: building a database of current and potential consumers, delivering differentiated messages through established and new media channels, and tracking each relationship to monitor the costs of acquiring the consumer and the lifetime value of their purchases. To find out more details about relationship marketing and to read the entire paper by Chacko and Larson visit our web site at:

<http://www.sbaer.uca.edu/docs/proceedingsII/98wds084.txt>

TIP OF THE WEEK

"Avoiding the Pitfalls"

(Taken from "Entrepreneurship, A Contemporary Approach," by Donald F. Kuratko and Richard M. Hodgetts. See full credit below.)

Trademark registration and search can be costly, sometimes ranging into thousands of dollars. Trademark infringement can be even more expensive. To avoid these pitfalls, one author has noted five basic rules entrepreneurs should follow when selecting trademarks for their new ventures.

Rule 1. Never select a corporate name or a mark without first doing a trademark search.

Rule 2. If your attorney says you have a potential problem with a mark, trust that judgment.

Rule 3. Seek a coined or a fanciful name or mark before you settle for a descriptive or a highly suggestive one.

Rule 4. Whenever marketing or other considerations dictate the use of a name or a mark that is highly suggestive of the product, select a distinctive logotype for the descriptive or suggestive words.

Rule 5. Avoid abbreviations and acronyms wherever possible, and when no alternative is acceptable, select a distinctive logotype in which the abbreviation or acronym appears. (16)

"Entrepreneurship, A Contemporary Approach," Fourth Edition, Kuratko, Donald F. and Hodgetts, Richard M., The Dryden Press, Fort Worth, TX, 1998, pp. 415-6.

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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We apologize for any inconvenience.