

Small Business is Our Business...  
 Small Business Advancement National Center  
 University of Central Arkansas  
<http://www.sbaer.uca.edu>  
 SBANC Newsletter, March 16, 1999

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"DOING BUSINESS IN WESTERN EUROPE" AND THE ASSOCIATION FOR SMALL  
 BUSINESS AND ENTREPRENEURSHIP CONFERENCES:  
 BOTH SUCCESSFUL

The "Doing Business in Western Europe" Conference held at the University of Central Arkansas and the Association for Small Business and Entrepreneurship Conference held at the Hyatt Regency in Houston, Texas were truly successful thanks to the efforts of everyone involved. Both conferences were involved individuals from the European Union, as well as from around the nation. We were pleased to have participants from around the globe at both events.

Sunday, March 7, 1999 began our "Doing Business in Western Europe" Conference, which ran through Tuesday, March 9, 1999. All of the speakers were very informative in the area of exporting/importing. All in all there were over 200 in attendance throughout the three days. The conference ended with a speech from Arkansas' Lt. Governor, Winthrop P. Rockefeller about the endeavors that Arkansas is involved in with exporting to the European Union.

Pre-conference activities for the Association for Small Business and Entrepreneurship (ASBE) Conference held at the Hyatt Regency in Houston began on Wednesday, March 10, 1999. The conference included symposiums, round tables, and paper presentations, on subjects relating to small business and entrepreneurship. This particular conference is under the umbrella of a larger association called the Southwestern Federation for Administrative Disciplines (SWFAD).

Both conferences could not have been a success without the participation of many individuals from national and international organizations. The hard work and effort put forth by the many individuals who wrote papers, prepared presentations, and shared their expertise in the fields of exporting, importing, small business and entrepreneurship is greatly appreciated. Thanks to all who helped to make the conferences beneficial and informative to all attendees.

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UPCOMING EVENTS!!!

ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP  
 March 15-18, 2000  
 San Antonio, Texas  
 Call for papers!!! Due September 1999.  
 Look for more details in our next newsletter issue.

REGISTER NOW FOR THE VETERANS PRE-BUSINESS WORKSHOP  
 March 27, 1999

There will be a "Veterans Pre-Business Workshop" held on the campus of the University of Central Arkansas (Conway) in the Burdick Business Administration Building, Saturday, March 27, 1999, from 8 a.m. to 1:15 p.m. This workshop will be sponsored by the Service Core of Retired Executives and the Small

Business Advancement National Center. Topics that will be discussed include: Business Planning, Marketing Strategies for the Future, Record Keeping, Legal Structures, Evaluating a Business, Loan Programs and the Small Business Development Center, and Information Concerning Veterans. This workshop is open to any and all individuals who have a small business or are interested in starting one. There will be a section focused on Veterans, however all individuals are invited to attend. The cost of the workshop will be only \$20 per person. Pre-registration is necessary, because seating is limited. To register please contact Netta Thomas or Kim Stubbs at 501-450-5300 or email:kstubbs@mail.uca.edu

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TIP OF THE WEEK

"Developing Intercultural Communication Skills"  
(Taken from "Excellence in Business Communication," by John V. Thill and Courtland L. Bovee. See full credit below.)

Learning all you can about a particular culture is a good way to figure out how to send and receive intercultural messages effectively, but remember two important points: First, don't expect ever to understand another culture completely. No matter how much you study Italian culture, for example, you'll never be an Italian or share the experiences of having grown up in Italy. Second, don't fall into the over generalization trap; don't look at people as stereotypical "Italians" or "African Americans" and then never move beyond that view. The trick is to learn useful general information and at the same time to be aware of and open to variations and individual differences.

These two points are especially important if you interact with people from a variety of cultures or subcultures, as Target's Rodriguez does. You may not have the time or interest to learn a lot about every culture, but you can communicate more effectively if you develop general skills that help you adapt in any culture:

- \* Take responsibility for communication.
- \* Withhold judgment.
- \* Show respect.
- \* Empathize.
- \* Tolerate ambiguity.
- \* Look beyond the superficial.
- \* Be patient and persistent.
- \* Recognize your own cultural biases.
- \* Be flexible.
- \* Emphasize common ground.
- \* Send clear messages.
- \* Increase your cultural sensitivity.
- \* Deal with the individual.
- \* Learn when to be direct.

These skills will help you communicate with anybody, regardless of culture.

"Excellence in Business Communication," Thill, John V., and Bovee, Courtland L., Prentice Hall, New Jersey, 1999, pp. 50-1.

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CASH FLOW REPORTING: FASB, ARE YOU LISTENING?

Written by: Judith A. Laux The Colorado College Department of Economics and Business Colorado Springs, CO

This study investigates the indirect and direct approaches to reporting cash flows from operations on the Statement of Cash Flows. Using a review of literature approach, it looks at the relative merits of the two methods on three levels: decision usefulness, articulation, and educational enhancement. Many empirical works support the detail provided by the direct approach; lack of articulation constitutes a major charge against the indirect approach; the direct method offers a more logical pedagogical approach. The result is the recommendation that the Financial Accounting Standards Board require the direct approach to reporting cash flows from operations.

To read the entire paper by Judith A. Laux, visit our web site at:  
<http://www.sbaer.uca.edu/docs/proceedingsII/98wds033.txt>

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webmaster@www.sbaer.uca.edu and we will remove your name from the  
list. We apologize for any inconvenience.