

Small Business is Our Business...
 Small Business Advancement National Center
 University of Central Arkansas
<http://www.sbaer.uca.edu>
 SBANC Newsletter, March 23, 1999

 UPCOMING EVENTS!!!

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

ASBE CALL FOR PAPERS
 ANNUAL CONFERENCE 2000
 SAN ANTONIO - HYATT REGENCY
 March 15-18, 2000
 SUBMISSION DEADLINE: SEPTEMBER 15,1999(Postmark)

The annual Association for Small Business and Entrepreneurship (ASBE) conference will be held in conjunction with the Southwestern Federation of Administrative Disciplines (SWFAD) meeting March 15-18, 2000 at the Hyatt Regency in San Antonio, Texas. The conference will include an assortment of program activities. Competitive papers, symposia panels, and workshop proposals are now being solicited on topics related to small business and entrepreneurship.

PARTICIPATION: All persons interested in small business are encouraged to participate. ASBE members, faculty, graduate students, SBA personnel and business persons are especially encouraged to submit papers or innovative program ideas.

COMPETITIVE PAPERS: Competitive papers will be blind reviewed. Submissions must be typed, double spaced, and no more than 15 pages in length, including references, tables, exhibits and illustrations. Six (6) copies are required. Only one title page containing the name, affiliation, address, telephone, FAX number, and Internet address (if possible) of all authors should be included. The paper should include the name of the paper and a 50-100 word abstract, but should not include any author identifying information since the papers will be blind reviewed.

Papers presented or published elsewhere prior to the 2000 Conference should not be submitted. Proceedings will be published. Authors will be provided

specifications for preparing manuscripts. The best papers will be reviewed for possible publication in the Journal of Business and Entrepreneurship.

INNOVATIVE PROGRAM IDEAS: Innovative program ideas are invited and encouraged. Proposals for special symposia panels, and workshops should be as detailed as possible to permit adequate evaluation. Proposals should (1) include a statement of purpose and full description of the project (in 5 pages or less), and (2) identify possible participants, indicate their role(s), and provide evidence of their willingness to participate (in 2 or less pages per participant). Consideration will be given to any format which offers the potential of enhancing the overall quality of the conference.

PROGRAM PARTICIPATION: All authors of accepted papers, symposia, panels, and/or workshops are expected to be members of ASBE, registrants of SWFAD, and personally present their accepted submissions at the conference. Participants unable to attend SWFAD must join or maintain membership status in ASBE.

If you are interested in being a reviewer discussant, or session chair, please return a Participation Interest Form or otherwise express your interest in writing to the Vice President of Programs before AUGUST 23, 1999.

IMPORTANT DATES: Completed competitive papers as well as proposals for symposia, panels, and workshops MUST BE POSTMARKED NO LATER THAN SEPTEMBER 15, 1999.

Authors will be notified of paper/proposal status by early November, 1999. Final manuscript instructions will be sent at that time. The finalized paper, membership forms, and conference fees must be received by November 24, 1999.

FINAL SUBMISSION INFORMATION: Six (6) copies of your submission should be received by September 15, 1999. Send all submissions to:

Bill E. Walden, ASBE Vice President of Programs
School of Business, Department of Business Administration
East Central University
Ada, Oklahoma 74820

PHONE 580-310-5527
FAX 580-421-9801
e-mail: bwalden@mailclerk.ecok.edu

Indicate the contact author and include a stamped, addressed postcard with the name of the paper typed on it so the you can be notified that the paper was received.

GUIDE FOR THE SMALL BUSINESS MARKETER

Scott Markham, of the University of Central Arkansas wrote a paper entitled "Guide for the Small Business Marketer," which touches on how small business and the media, at times, have an adversarial relationship. "Media personnel sometimes think business people do not "tell them the whole story," use pressure tactics, and hold advertising "over the heads" of the media," says Markham.

Sometimes business people think the media does not present "the whole story," and that only a small part of what they know is emphasized. In the paper Markham states that "suggestions for improvement include the reduction of

exaggeration, honesty, no arguing, and little use of the "no comment" tactic." He also says that "newspapers are the most popular medium for the "small business story."

To find out more about this topic and to read the entire paper by Scott Markham visit our web site at:
<http://www.sbaer.uca.edu/docs/proceedingsII/98sma100.txt>

TIP OF THE WEEK

"Maintaining Customers"

(Taken from "The McGraw-Hill Guide to Starting Your Own Business, A Step-by-Step Blueprint for the First-Time Entrepreneur," by Stephen C. Harper.)

To "maintain" customers, you need to stay in tune with them and change your business to meet their changing needs and expectations. This is a never-ending process. Even the most successful businesses lose customers on a regular basis. A rule of thumb is that the average business loses one-third of its customers each year. Customers move away, switch to one of the competitors whose offering is more consistent with their desires, lose their need for such a product or service, or die. As you can see, even established businesses need to consistently listen to the market for customers in search of business as well as change their operations to keep in tune with their existing customers.

New businesses and businesses that want to grow have to work even harder to establish or expand their customer base. Managers who do not listen to the market or who take their customers for granted are destined to fail. If you conduct market research on an ongoing basis, treat each customer as if that person is your business's only customer, and fine-tune your business to what the market wants; then you will increase the likelihood of being successful. Remember, the marketplace is like the tide. Instead of trying to change it, concentrate your attention on where it is and where it is heading. If you can sense upcoming changes and offer the market what it wants, the way it wants it, and when it wants it, you may find owning a business to be a mentally and financially rewarding endeavor.

"The McGraw-Hill Guide to Starting Your Own Business, A Step-by-Step Blueprint for the First-Time Entrepreneur," Harper, Stephen C., McGraw-Hill, Inc., 1991, p. 20.

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