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Small Business is Our Business...

Small Business Advancement National Center

University of Central Arkansas

<http://www.sbaer.uca.edu>

SBANC Newsletter, March 30, 1999

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#### SBANC STAFF CHANGES

Kim Stubbs, Assistant Project Coordinator and Electronic Newsletter Editor for the Center, will be leaving to be a "full-time mom" as of March 31. Kim has been with the Center since September 1997, and has truly enjoyed working to further the development of small business and entrepreneurship.

Carrie East is joining the Small Business Advancement National Center as Assistant Project Coordinator -- Marketing. She will serve as the editor of the Center's electronic newsletter, assist in preparing for seminars and conferences, be in charge of publications, do proofreading for the department and help keep track of the Center's accounting procedures. To contact Carrie, send e-mail to [ceast@mail.uca.edu](mailto:ceast@mail.uca.edu).

Lesley Andrews has also joined the Center as the Assistant Project Coordinator -- Internet. Her duties will include maintaining and enhancing the Small Business Advancement National Center's Web site at [www.sbaer.uca.edu](http://www.sbaer.uca.edu). Send e-mail to Lesley at [lesleya@mail.uca.edu](mailto:lesleya@mail.uca.edu).

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#### UPCOMING EVENTS!!!

#### ASSOCIATION FOR SMALL BUSINESS AND ENTREPRENEURSHIP

#### CALL FOR PAPERS

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. Submission deadline is September 15, 1999 (Postmark).

For more information, visit our Web site at:

<http://www.sbaer.uca.edu/Docs/bulletins/99asbecp.htm>

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MENTORING IN FAMILY FIRMS:

A REFLECTIVE ANALYSIS OF SENIOR EXECUTIVES' PERCEPTIONS

John Boyd and Nancy Upton of Baylor University joined Michelle Wircenski of the University of North Texas to write a paper that provides an overview of mentoring literature and presents the results of interviews with 76 senior executives who relate their personal experiences of being mentored. From this data, the authors provide suggestions concerning whether mentoring in the family firm should be formal or informal and by family or non-family.

Boyd, Upton and Wircenski concluded from their study that "mentoring is a valid practice that was heartily endorsed by our sample. There are perceived strengths and weaknesses of each of the mentoring relationships described.

The definitions provided the executives included:

- \* Mentoring can be any interpersonal relationship that guides, influences, and supports one's career progress. It can be done in either a formal or informal manner.
- \* Formal mentoring takes place in an organized and planned manner as part of organizational policy, and includes such elements as assignments of mentors.
- \* Informal mentoring includes all mentoring that is not established and complied with as a part of formal organizational policy.
- \* A mentor is one who takes personal interest in guiding, influencing, and supporting another employee's career while that person is a member of the organization.

To find out more about this topic and to read the entire paper by John Boyd, Nancy Upton and Michelle Wircenski visit our web site at:

<http://www.sbaer.uca.edu/Research/1999/USASBE/99usa091.htm>

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TIP OF THE WEEK

"Turning the Web into a Professional Medium"

(Taken from "Selling on the Net: The Complete Guide," by Herschell Gordon Lewis and Robert D. Lewis.)

The best news about what is on the technological horizon: we'll have far better ways to achieve the basic levels of professionalism expected (and taken for granted) in other electronic media, that is, the tools to make our sites reliable.

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- \* New web authoring tools and new versions of HTML will make it far easier to catch dead hypertext links, automatically track changed pages, and manage complex web sites.
- \* Server management software will alert webmasters when sites crash and provide meaningful performance statistics, too. This will help marketers determine when they need to invest in bigger servers and higher-speed links to avoid irritating visitors with unnecessarily slow downloads.
- \* More sophisticated server software will assure marketers of having a quick response time by making it possible to spread processing load across more than one server and also to schedule updates that automatically take effect -- eliminating, for example, holiday offers that hang around like abandoned Christmas trees well into the summer.

"Selling on the Net: The Complete Guide," Lewis, Herschell Gordon and Lewis, Robert D., NTC

Business Books, 1997, p. 226.

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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 Carrie East by e-mail at: ceast@mail.uca.edu

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If you do not wish to receive our newsletter, please email us at  
webmaster@www.sbaer.uca.edu and we will remove your name from the  
list. We apologize for any inconvenience.