

Small Business is Our Business ...

Small Business Advancement National Center

University of Central Arkansas

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

SBANC NEWSLETTER - March 7, 2000

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One of the benefits of International Council for Small Business (ICSB) membership. The staff of the Small Business Advancement National Center welcomes the ICSB as one of our sponsors.

UNIVERSITY OF NORTH TEXAS - MURPHY ENTERPRISE  
CENTER (UNT-MEC)

The University of North Texas-Murphy Enterprise Center will fund one \$1000 award for a distinguished empirical research paper on a small business/entrepreneurship topic beginning March 16, 2000 and ending March 1, 2001. The paper will be selected by ASBE, presented at its annual meeting in New Orleans on February 27 thru March 3, 2001, and will be concurrently published in the spring 2001 issue of the ASBE sponsored Journal of Business and Entrepreneurship (JBE).

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CALL FOR PAPERS

9th ANNUAL FRONTIER IN SERVICES CONFERENCE

This conference will highlight the latest thinking in service, with all aspects of service quality, customer satisfaction and services marketing as potential paper topics. Preference for academic abstracts will be given to more rigorous analytical, empirical and behavioral approaches. Reviews of major research areas are especially encouraged. Case studies by practitioners are also

encouraged. Conference attendees will consist of both academicians and practitioners.

The conference will be held at Vanderbilt University, Nashville, Tennessee, and will open with a reception on Thursday evening, September 21. Sessions will be held Friday and Saturday, September 22-23. A special conference dinner will be held Friday night.

Deadline for submission of abstracts is March 31, 2000.

To find out more about this conference, visit  
<http://www.sbaer.uca.edu/docs/bulletins/frontiers.html>

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The latest edition of the Ivey Publishing new case releases newsletter is now available. To find out more about this newsletter visit  
<http://www.ivey.uwo.ca/cases/cps.asp?pvar=Newsletter&logon=1b>

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FAMILY BUSINESS AND RELATIONSHIP MARKETING: THE  
IMPACT OF RELATIONSHIP MARKETING ON SECOND  
GENERATION FAMILY BUSINESSES

This paper was presented by Catherine Ashley-Cotleur and Sandra West King, Frostburg State University, at the 1999 USASBE Conference in January.

This paper addresses the importance of relationship marketing to success or failure in a second- generation family business. As power is transferred from the founder to the next generation, family

stresses, organizational issues, and leadership characteristics of the successor take center stage. Established relationships with customers, suppliers, and employees may not receive the attention they deserve. Failure to nurture these relationships may cause the loss of key members of these groups, contributing significantly to second generation business failures. Reasons for relationship deterioration are examined, along with suggestions for research to confirm or disprove the authors' propositions in this area.

To read this entire paper on family business and relationship marketing, visit our Web site at <http://www.sbaer.uca.edu/Research/1999/USASBE/99usa137.htm>

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#### TIP OF THE WEEK

##### "Entrepreneurs' Value Added "

The founders' capacity to differentiate their product or service through their personal effort seems to be an important reason for the profitability of many of the Inc. companies I studied. In about 40 percent of cases, startups had neither a unique product nor the benefit of a market in disequilibrium. Like Ken Dougan, founder of Unique Transportation System ("I'd like to talk to people in shipping and I'd do anything they'd ask me to do") or Karen Kirsch, who founded Best Mailing Lists ("I offered service to which no one could compare"), the entrepreneurs relied entirely on their personal capacity to provide services customers valued. The entrepreneur, rather than a product or technology, represented the principal source of the start-up's profits. As Carol Russell of Russell Personnel Services put it: "Our business is done on the cult of

personality. You roll up your sleeves and say to the customer,  
:"Hi, I'm Carol Russell, and I'm going to work overtime to get you  
employed or employees." In a people business, being a young  
company and visible is an advantage. In the large services, you  
won't meet the Mr. Olstens or the Mr. Kellys.

"The Origin and Evolution of New Businesses," Bhide, Amar V.,  
Oxford University Press, Inc., 2000, page 47.

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If you have any comments about the SBANC newsletter or if you  
know of an upcoming small business event to promote, please  
contact kfe0460@cub.uca.edu

If interested in becoming a member of ICSB, email the International  
office at <http://www.icsb.org/about/join.htm>

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