

Small Business is Our Business ...
 Small Business Advancement National Center
 University of Central Arkansas
<http://www.sbaer.uca.edu>
 SBANC NEWSLETTER - March 28, 2000

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.

32nd ANNUAL INTERNATIONAL CONFERENCE
 RISING TIDE: COMMUNITY DEVELOPMENT FOR A
 CHANGING WORLD

The Community Development Society invites you to join community development practitioners, theorists, researchers, and citizen leaders from around the world for its 32nd annual international conference to be held in Saint John, New Brunswick, Canada on July 23-26, 2000.

The conference will address the rising importance of the community, globalization and community development, innovative community responses, and challenges to community development.

To find out more about this conference, visit
<http://www.sbaer.uca.edu/docs/bulletins/00CDScfp7-23.htm>

CALL FOR PAPERS
 SCI'2000
 THE 4TH WORLD MULTICONFERENCE ON SYSTEMICS,
 CYBERNETICS AND INFORMATICS

SCI'2000 invite you to attend and submit papers for the Conference of Systemics, Cybernetics and Informatics to be held in Orlando, Florida from July 23-26, 2000.

Major themes of the conference include information systems development and management, virtual engineering, communication systems and networks, economic and financial systems among others.

Deadline for submission of full papers is May 17, 2000. Best papers will be selected for awards and recommended for journal publications.

To find out more about this conference, visit
<http://www.sbaer.uca.edu/docs/bulletins/4thworld.html>

INTERNET COMMERCE: ASSURING SUCCESSFUL
 IMPLEMENTATION BY SMALL BUSINESS

This paper was presented by Pamela Hammers Specht at the 1999 ICSB Conference in Naples, Italy.

Electronic commerce (EC) is becoming more prevalent in small

businesses. EC began with the introduction of point-of-sale (POS) in retail stores and grew with the use of Electronic Data Interchange (EDI). The newest type of EC is the emergence of Internet commerce. All sizes of firms are beginning to report problems with the implementation of Internet commerce, such as a failure to bring in additional revenue. The growth of the Internet, worldwide connectivity, and decreasing access cost create great potential for EC, but to fully exploit this potential, a firm must address strategic planning and technical challenges. The purpose of this study was to determine the significant aspects of successful implementation of Internet commerce in small firms. As more small businesses turn to Internet commerce, researchers and practitioners need to identify steps that should be taken to increase the chances for success.

To read this entire paper on electronic commerce, visit our Web site at <http://www.sbaer.uca.edu/DOCS/99icsb/99ics080.htm>

TIP OF THE WEEK

"Sources of ideas for your Mini-Biz"

The type of Mini-biz you select may be key to your success. If you need ideas for a business, there are a number of places you can look. It is important to keep looking for opportunities until you find the one you want. There are hundreds of sources for ideas. Here are some of the best, and where you can find them:

1. Yourself. Keep a list of things that bother you, or you would like to see improved. Is there a business opportunity hidden there?
2. Family and friends. During conversations, listen for what is bothering them. Ask them if they have ideas for a business.
3. Small business owners in you community. Join civic and other community groups. In talking to these new friends, some good ideas may be generated.
4. The Yellow Pages telephone directories of big cities. Most established businesses advertise there. You will see hundreds of idea some new, some old. Can you start one of these in your town or neighborhood? Your library may have copies of directories from some of the larger cities.
5. Business magazines and newspapers. Fortune, Forbes, Business Week, and the Wall Street Journal report on new trends and activities in the business world. Check your local library and get in the habit of spending time there.
6. Small business magazines. Entrepreneur, Inc., and Success report on small businesses and their problems. You will find these magazines in libraries, or you can buy recent issues at magazine stands.
7. Opportunity magazines. Magazines such as Extra Income, Income Opportunities, and New Business Opportunities can be found at newsstands.

8. "How-to" books. There are dozens of books describing how to start a particular business. You will find some in libraries or book stores. Many are sold by mail order through magazine advertising.

9. New business opportunity fairs. These have become very popular and are being run in many cities. You will be able to meet and talk with representatives of companies offering programs to people like you. Watch for advertisements in your local paper.

10. Trade shows. If you happen to live near a city that is hosting a trade show of interest to you, try to attend. This may be difficult because some shows take rigorous steps to restrict attendance to people in the trade. But for some, a business card will get you in.

"Start Your Own Business for \$1000 or Less," Davis, Will, Upstart Publishing Company, 1995, pages 28-31.

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>

SBANC STAFF

Main Office Phone: (501) 450-5300

Dr. Don B. Bradley III, Executive Director & Professor of Marketing
Direct Phone: (501) 450-5345 -- E-mail: Donb@mail.uca.edu

Krystall Ellis -- Graduate Assistant -- E-mail:
kfe0460@cub.uca.edu

Jay Garrison -- Student Intern -- E-mail: jkg9940@cub.uca.edu

Trey Kordsmeier -- Student Intern -- E-mail:
iak9199@cub.uca.edu

Bettina Urban -- Student Intern -- E-mail: bu9980@cub.uca.edu

Licinio Pereira -- Student Intern -- E-mail: lap9989@cub.uca.edu

Vijay Kumar -- Student Intern -- E-mail: vk0218@cub.uca.edu

If you do not wish to receive this newsletter, please send an e-mail to webmaster@www.sbaer.uca.edu with the word "remove" in the subject line. Those who would like to be added to the list may send a message to the same address, with "add" in the subject line.