

**NEWSLETTER - July 24, 2001**  
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**Feature Paper**

**[An Analysis of Small Business Training and Development in the United States by Years in Business](#)**

This paper was presented by Solomon, George T. at George Washington University, Fernald Jr., Lloyd W. at the University of Central Florida, and Tarabishy, Ayman at George Washington University, at the 46th International Council on Small Business 2001 Conference in Taipei, China on June 17-20, 2001.

The rise of a highly competitive, technology-based information society has caused a great need for skilled workers. A large proportion of jobs are shifting away from the manufacturing industries. As the service sector expands, proportionately more jobs are being created that demand higher skill levels and advanced training. Fifty eight percent of reporting companies have a shortage of skilled workers and 64 percent of manufacturers believe entry-level workers lack the necessary skills to positively impact their company.

According to the results of the study and a review of current literature, employees need training in a variety of areas and are not receiving adequate training in today's small business environment. The study provides data regarding the extent to which training is conducted, formally and informally, according to years in business, in a sample of small businesses.

To read this entire paper on development of the US small business workforce, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/ICSB/A-1-2.HTM>

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**Tip Of the Week**

**"Cross-Cultural Communication"**

A study of the role of culture in international communication properly begins with two qualifying statements. First, culture is often improperly assumed to be the cause of miscommunication. Often it is confused with the other human elements involved. We must remember that communication between people of different cultures involves the same problems of human behavior that are involved when people of the same culture communicate. In either case, people can be belligerent, arrogant, prejudiced, insensitive, or biased . The miscommunication these types of behavior cause is not a product of culture.

Second, one must take care not to overgeneralize the practices within a culture. We say this even though some of the statements we make in the following paragraphs are overgeneralized. But we have little choice. IN covering the subject, it is necessary to make generalizations such as "Latin Americans do this" or "Arabs do that" in order to emphasize a point. Bur the truth of the matter is that in all cultures, subcultures are present; and what may be the practice in one segment of a culture may be unheard of by other segments. Within a culture townspeople differ from county dwellers, the rich differ from the poor, and eth educated differ from the uneducated.

These differenced are a major source of problems when people of different cultures try to communicate. Unfortunately, people tend to view the ways of their culture as normal and the ways of other cultures as bad, wrong, peculiar, or such.

"Basic Business Communication: Skills for Empowering the Internet Generation 9th edition," Lesikar, Raymond V. and Flatley, Marie E., McGraw-Hill Irwin, 2002, pages 437-439.

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## Call For Papers

### 2002 ASEE Annual Conference & Exposition Vive Le Engineer!

ASEE is heading north of the border for its 2002 Annual Conference to one of the most exciting cities in North America, Montréal, Quebec, Canada, on June 16-19, 2002! Romantic and cosmopolitan, Montréal calls to those with a love of magnificent cuisine, exceptional wine and old world architecture. It is the perfect location for those who insist on a meeting of equal parts sophistication, flair and joie de vivre.

Submission deadline for papers: not available

For more details on the this conference, visit <http://www.asee.org/conferences/annual2002/default.cfm>

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## Call For Papers

### 2002 Association for Small Business and Entrepreneurship (ASBE) Conference

The annual Association for Small Business and Entrepreneurship (ASBE) Conference will be held in conjunction with the Federation of Business Disciplines (formerly SWFAD; now FBD) meeting March 6-9, 2002, at the Adams Mark Hotel in St. Louis, Missouri. 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 for papers: September 7, 2001

For more details on the this conference, visit <http://www.sbaer.uca.edu/Bulletins/Conferences/asbe2002.htm>

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## **Conference**

### **Seed Investing as a Team Sport™**

Make plans to attend the Seek Investing as a Team Sport on Friday, August 17, 2001, from 8:00 AM to 5:30 PM, at Fayetteville Town Center on the Fayetteville Square, Fayetteville, Arkansas. Participants will learn to master the essentials and finer points of the curriculum through interactive workshops, role-playing exercises, videotaped presentations, a practical case study, and on-site coaching from a team of local experts.

For further information on this conference, visit <http://www.sbaer.uca.edu/Bulletins/Conferences/fayetteville081701.pdf>

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## **Announcement**

### **Institute for Supply Management (formerly NAPM)**

The National Association of Purchasing Management is changing it's name to the Institute for Supply Management.

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## **Announcement**

### **Fast Company and INC Education Programs 2001**

Fast Company and Inc. are shipping free complimentary copies of their magazine. In order to receive these great magazines you will need to let them know the start date of your class, the number of students in the class, and address the magazines will be shipped.

For more information, please contact the Fast Company Educational Team at:

Phone: 1-800-736-9851

or

E-mail: [rmanley@fastcompany.com](mailto:rmanley@fastcompany.com)

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If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Scott Russell at [sdr5236@cub.uca.edu](mailto:sdr5236@cub.uca.edu)

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SBANC Newsletter is provided as a service to the **Association for Small Business and Entrepreneurship (ASBE)** members and the **International Council for Small Business (ICSB)** members.

If interested in becoming a member of ASBE, contact Corbett Gaulden, Jr., at [gaulden\\_c@utpb.edu](mailto:gaulden_c@utpb.edu)

If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>

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