

NEWSLETTER - April 23, 2002

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In This Issue:

1. [Feature Paper](#) - Really Modified Du Pont Analysis: Five Ways to Improve Return on Equity
2. [Tip of the Week](#) - What to Do Before You Talk to Your Banker
3. [Call for Papers](#) - Global Business Conference
4. [Call for Papers](#) - 2002 Emerging Issues In Business & Technology Conference
5. [Conference](#) - International Council for Small Business 48th World Conference
6. [Conference](#) - Impact 2002 Conference
7. [Conference](#) - International Conference on Management and Information Systems
8. [Announcement](#) - 2002 SBIDA Proceedings Now Available
9. [Announcement](#) - Pre-Business Workshop in Arkansas
10. [Announcement](#) - Magazine's Behavior is Anti-Entrepreneurial
11. [Announcement](#) - SMA Teaching Competition Deadlines Extended

Feature Paper

Really Modified Du Pont Analysis: Five Ways to Improve Return on Equity

This paper was presented by Thomas J. Liesz of Mesa State College at the 2002 Small Business Institute Directors Association Meeting, held February 7-9, 2002 in San Diego, California.

While the actual number of small business failures is often a topic of debate, the fact that poor financial planning and control ranks as one of the top causes of business distress and ultimate failure has been widely documented. Further, owners and managers of both struggling and successful small businesses alike often ponder how to improve the return they are getting from their enterprises. Ratio analysis provides a wealth of information that is useful in this regard and one type of analysis in particular-the modified Du Pont technique-can be used to enhance decision making with an eye on improving return. This paper: 1) explains the development and mechanics of the "really" modified Du Pont ratio model, 2) gives practical direction for the use of the model, and 3) discusses implications for the model's use as a strategic management tool for small business owners, managers and consultants.

To read this entire paper on equity, visit our Web site at <http://www.sbaer.uca.edu/Research/2002/SBIDA/Papers/02sbida101.pdf>

Tip Of the Week

"What to Do Before You Talk to Your Banker"

One way to ensure that your business is getting the best rates and service from your bank is to nurture a strong relationship with your banker. The idea of meetings with a banker can be an intimidating process. To get your relationship off to a good start, try these helpful hints.

1. Don't ask anyone else to do something you aren't will to do. You have to put your own assets on the line to get a business loan.
2. Start talking with your banker before you are in dire need. Bankers are naturally conservative because they have to protect their depositors' money.
3. Don't surprise your banker. Don't go in on Thursday to say that you can't make your payroll on Friday.
4. Have routine meetings with your banker to keep him or her up to date on how your business is progressing.
5. Tell your banker in person when your business is having trouble and explain how you intend to overcome the problem.
6. Take time to educate your banker about your business and industry. The better your banker understands your business, the better he or she can help you.
7. Be timely with your payments and financial information the bank may request from you.
8. Give your banker all your business-both your personal and you firm's deposits. use the bank's other services when appropriate.
9. Refer potential customers to your banker.
10. Keep a positive attitude. A banker asking for more documentation isn't necessarily looking for a reason to turn your loan down. More likely, you have provided inadequate information-the number one reason for loan delays. Your banker is looking for reasons to say "yes."

"Small Business Management: Entrepreneurship and Beyond" Hatten, Timothy, Houghton Mifflin Company, 2003, page(s) 281.

Call For Papers

Global Business Conference

Please join us for The Global Business Conference to be held August 7-13, 2002 in Istanbul, Turkey.

The International Business Conference, Miami invites you to participate in the conference. The Global Business Conference, Istanbul (GBCI) publishes articles of interest to members of the Business Community and will provide leadership in introducing new concepts to its readership. Because business is a diverse field, articles should address questions utilizing a variety of methods and theoretical

perspectives.

The primary goal of the conference will be to provide opportunities for business related academicians and professionals from various business related fields in a global realm to publish their paper in one source. The Global Business Conference, Istanbul (GBCI) will bring together academicians and professionals from all areas related business fields and related fields to interact with members inside and outside their own particular disciplines. The conference will provide opportunities for publishing researcher's paper as well as providing opportunities to view other's work. Doctoral students are highly encouraged to submit papers to GBCI for competitive review.

Submission deadline for papers: June 1, 2002

For more details on the this conference, visit <http://www.nova.edu/~senguder/istanbul.html>

Call For Papers

2002 Emerging Issues In Business & Technology Conference

Please join us for the 2002 Emerging Issues In Business & Technology Conference to be held October 24-26, 2002 at Myrtle Beach, South Carolina. The Conference is Sponsored by the *Journal of Contemporary Business Issues* and the College of Business and Technology at Western Illinois University.

This conference is designed to bring together academic faculty and business practitioners in a national forum for sharing ideas, research, practical solutions to current problems, and new developments affecting business, both domestically and internationally.

Submission deadline for papers: July 12, 2002

For more details on the this conference, visit <http://www.wiu.edu/EmergingIssues/>

Conference

International Conference for Small Business 48th World Conference

Please join us for the 48th World Conference for the International Conference for Small Business to be held June 15-18, 2003 in Belfast.

This Conference will be unique in terms of its breadth and depth. It will bring together international names in theory, policy and best practice in all aspects of entrepreneurship and small business development. Conference themes that will be covered in plenary and parallel sessions include: Entrepreneurship Education, Business birth rate, Community Enterprise Development, Emerging economies, Ethic minority enterprise development, Family businesses and succession problems,

Government policy for stimulating SMEs, Hi-growth and Hi-tech Business Development, Youth Entrepreneurship, Exporting, E-business and many more.

Submission Deadline: To Be Announced

For further information on this conference, visit <http://www.icsb2003.org/>

Conference

Impact 2002 Conference

Please join us for The Institute for Supply Management's Impact 2002 Conference to be held June 10-11, 2002 in Philadelphia, Pennsylvania.

Don't miss this opportunity to identify ways to cut costs, evaluate prices, and save your organization money. Workshop presenters bring a wealth of experience and knowledge realized for working in the trenches. Don't let your competition discover the secrets before you do!

For further information on this conference, visit <http://www.ism.ws/Conferences/Impact2002Index.cfm>

Conference

International Conference on Information and Management Systems

Please join us for First International Conference on Information and Management Systems to be held May 27-31, 2002 in Xi'An, China.

The First International Conference on Information and Management Science is held to push the development and applications of information and management sciences in business, engineering, economics, medicine, and other related disciplines. The conference Organizing Committee also wishes to foster the international collaborations among scholars in the related areas.

For further information on this conference, visit <http://orsc.edu.cn/IMS2002/>

Announcement

2002 SBIDA Proceedings Now Available

The Proceedings from the 2002 Meeting of the Small Business Institute Directors Association, held

February 7-9, 2002 in San Diego, California are now available on our web site at

<http://www.sbaer.uca.edu/Research/2002/sbida/begin.pdf>

Announcement

Pre-Business Workshop in Arkansas

Please join us for a Pre-Business Workshop to be held Monday, April 29, 2002 at The Burdick Business Administration Building on the campus of The University of Central Arkansas in Conway, Arkansas. The workshop will be held from 7pm-about 9:15pm. The workshop is being held by SCORE Chapter 82 of Little Rock, the Small Business Administration and the Small Business Advancement National Center.

The topics to be covered in the workshop include Business Planning, Marketing Strategies for the Future, Evaluating a Business, Legal Structures, Human Resources, Record Keeping and the Small Business Administration Loan Programs. There will be a charge of \$15.00 for the Workshop. To register, call SCORE at 501-324-5871 ext. 301 or 239 and/or send a check to SCORE Chapter 82, 2120 Riverfront Drive, Little Rock, Arkansas, 72202.

For further information, you may contact Dr. Don B. Bradley III, Executive Director of the Small Business Advancement National Center and Professor of Marketing at The University of Central Arkansas at 501-450-5345 or by e-mail at donb@mail.uca.edu You can also view the flyer on our web site at <http://www.sbaer.uca.edu/Bulletins/Conferences/wkshop.html>

Announcement

Magazine's Behavior is Anti-Entrepreneurial

The Minneapolis Star Tribune recently ran an article about Entrepreneur Magazine's efforts to control the word "entrepreneur". The Star Tribune is one of the top 20 largest newspapers in the nation, with a daily circulation of over 400,000. Due to Entrepreneur Media's aggressive legal efforts to monopolize the word "entrepreneur," EntrepreneurPR was forced to change its name to "BizStarz" in June 2000. In February 2002 however, the 9th U.S. Circuit Court of Appeals overwhelming ruled that Entrepreneur Media does not have exclusive rights to the word "entrepreneur."

To read this article please visit <http://www.sbaer.uca.edu/Bulletins/startribune.html>

Announcement

SMA Teaching Competition Deadlines Extended

Do you have an innovative approach to teaching marketing? Do you have an interesting and effective teaching philosophy? Have you considered entering one of teaching competitions sponsored by the Society for Marketing Advances?

The deadline for submitting to the Sherwin Williams Distinguished Teaching competition and the Houghton Mifflin Pride/Ferrell Innovations in Teaching competition has been extended to April 30, 2002. Details on the Distinguished Teaching award and competition are located here: <http://mkt.cba.cmich.edu/sma/cfp/disting.htm> . Guidelines for the Innovations competition can be found at: <http://mkt.cba.cmich.edu/sma/cfp/innovations.htm>

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 sdr95002@cub.uca.edu

The SBANC Newsletter is provided as a service to the members of our affiliates: **Academy of Collegiate Marketing Educators (ACME), Association for Small Business & Entrepreneurship (ASBE), Decision Sciences Institute (DSI), Federation of Business Disciplines (FBD), International Council for Small Business Congress (ICSB), Institute for Supply Management, The International Small Business Congress (ISBC), Marketing Management Association (MMA), Small Business Administration (SBA), Service Corps of Retired Executives, Small Business Institute Directors Association (SBIDA), Society for Marketing Advances (SMA), United States Association for Small Business & Entrepreneurship (USASBE), U.S. Department of Veterans Affairs and Western Decision Sciences Institute (WDSI)**. If you are interested in membership or would like further information on one of our affiliates, please see our web site at <http://www.sbaer.uca.edu>

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