

# E-MOMENTUM

THE SMALL BUSINESS INSTITUTE® ASSOCIATION NEWSLETTER

March 2004

## The President's Corner - Message to all Members

Greetings SBI Members and Friends!

First, on behalf of this year's Board, I'd like to thank all of the SBI members who contributed to the success of the 2004 Conference in Clearwater, Florida! Since 2001, the Small Business Institute® has been working on revising and expanding the SBI program, enhancing the value of attending the national conferences, and building participation and conference attendance in all of the SBI districts. One look at the program from this year's conference and you can see that the hard work is paying off. However, much is still to be accomplished.

Our joint conference partnership with USASBE will again provide us with additional exposure to academics of all types and orientations. And that is a very good outcome. But we cannot sit back and hope for the future. Your 2004 Board is committed to reach out to various funding sources for support, joint participation, and relationship building for the future. We have already identified several organizations that we will be contacting in the next few weeks and months. Our objective is to meet with the key decision-makers in order to share the Small Business Institute® story and develop a working relationship between the organizations. This work will take time and accomplishments will not be achieved overnight.....especially given the current economic conditions. However, if not now, when?

My fellow Board members are dedicated to continuing SBI programmatic improvements and you can be assured of receiving a number of emails outlining proposed changes, improvements, and some streamlining of the organization within the next few months. Our goal is to communicate and build during this next year.

We have the "Momentum" (no pun intended....well, maybe just a little one) from this year's conference and we intend on using it to the advantage of the organization and its membership!

Again, thank you for making the 2004 conference such a success and also for your support of this year's Board.

Enthusiastically,

J.N. Bradley

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## IMPORTANT UPCOMING DATES

- August 13, 2004** 2005 Conference Submission Deadline (see p. 5)
- August 31, 2004** 2003-04 Case of the Year Competition deadline (p.2)

## Highlights of 2004 Conference

Conference Summary:

- Over 115 attendees.
- Pre-conference Workshop- SRO with over 30 attendees
- 56 papers and workshops
- Wonderful social event (check the web site for photos)
- Special thank you to the following sponsors
  - SIFE
  - South Western
  - The Planning Shop

### (Highlights- Cont)

#### **Keynote speaker: Larry Fenster.**

Mr. Fenster is a successful entrepreneur, a prolific Angel Investor and serves the entrepreneurial community as a board member at four Universities and an incubator. Mr. Fenster provided the audience with a community perspective on the relationship between Universities and their community supporters.

**Opening Speaker: Dr. Joe Alexander, Dean of the Monfort College of Business at the University of Northern Colorado**

He shared his thoughts and experiences on the unique monetary gift to the Monfort College of Business, its structure, its future and the support it provides to the Entrepreneurship Center, observations on the current state of fundraising.

#### **Closing Speaker: Rhonda Abrams**

Ms. Abrams is a well-known entrepreneurship author, publisher, and columnist for the USA Today newspaper. Ms. Abrams addressed "Media and Entrepreneurship in America."

## Congratulations to the Award Winners

### NATIONAL SBI CASE OF THE YEAR

#### **Undergraduate Comprehensive**

Winner: Title: "Coldwell Banker Oyer, Inc."

School: Miami University  
SBI Director: Michael Broida  
Student Team: Jack Simbach  
Bob Woolman

Runner-up: Title: "Panini Grill Cafe"

School: Seattle University  
SBI Director: Harriet Stephenson  
Student Team: Monica Chao  
Dovie Connally  
Juliette Do  
Feina Feina  
Linsey Mounger

#### **Undergraduate Specialty**

Winner: Title: "MOON (M-O Organic Network)"

School: Miami University  
SBI Director: Michael Broida  
Student Team: Tricia Gorsky  
Kevin Hock

Runner-up: Title: "C&W Food Service, Inc."

School: Florida State University  
SBI Director: Diane Denslow  
Faculty Supervisor: Jerry Osteryoung  
Student Team: Benjamin Smith  
Kendra Welzien

#### **Graduate Comprehensive**

Winner: Title: "Genomatix USA"

School: University of Cincinnati  
SBI Director: Charles Matthews  
Student Team: Teresa Lake  
Marvin Abrinica  
Derek Blank  
Thad Edmunds  
Wendy Y Lau Tenn

Runner-up: Title: "Patricia's (Especially for You)"

School: Plymouth State College  
SBI Director: Craig Zamzow  
Faculty Supervisor: Frank Kopczynski  
Student Team: Peter Wallis  
Rodger Wolf

#### **Graduate Specialty**

Winner: Title: "Dancing Roots, Inc."

School: Plymouth State College  
SBI Director: Craig Zamzow  
Student Team: Ben Wallace  
Lisa Hix  
Susanne Olson  
Jay Hauser

#### **Graduate Specialty**

Runner-up: Title: "San Diego Magazine"

School: San Diego State University  
SBI Director: Howard Toole  
Faculty supervisor: Don Sciglimpaglia  
Student Team: Esra Demirelli  
Rong Dong  
Lale Sener  
Patricia Williams

**SBI Association thanks SIFE for their continued support of award money for the COY winners**

#### **SBI Case of the Year Competition (COY)**

The Vice-President of Case Competition wants your input. Look for an e-mail soon from Leo Simpson regarding redesigning the case of the year competition. In an effort to improve the COY process, Leo will be offering new ideas to make COY bigger and better. Stay tuned for further information directly from Leo, and please contact him at [Leo.simpson@wku.edu](mailto:Leo.simpson@wku.edu) with any ideas or concerns you may have.

## CONFERENCE BEST PAPERS

### Applied:

#### CREATING ENTREPRENEURS FROM OF THE RANKS OF THE UNEMPLOYED

**Stephen W. Osborne**

**Prashanth N. Bharadwja**

**Thomas W. Falcone**

Indiana University of Pennsylvania

In 1993 the Self Employment Assistance Program (SEAP) was created which facilitated entrepreneurial and small business management training to displaced workers. This article supports the contention that entrepreneurs can be “made” (or at least “assisted”) even when they are confronted with less than optimal circumstances. The findings suggest that most reliable predictor of “success” was participation in the program itself, not other factors that would be expected to positively influence success.

#### A NEW APPROACH FOR DEVELOPING AN INCUBATOR: A CASE STUDY IN PERÚ

**Kirk C. Heriot**

**Richard D. Parker**

Western Kentucky University

The purpose of the paper is to propose an alternative approach to the creation of incubators that is better suited to a developing nation. We proposed a systemic approach where the incubation process is designed to receive support from committed institutions, which add value at every stage of the process. Backward linkages, technology transfer from overseas, public-private mechanisms to guarantee loan financing institutions and venture capitals, and mentoring programs by domestic enterprises are some of the key elements that configure a circular dynamic for successful incubations in developing economies. This proposed model is called a *circular model* for incubators, and its implications are discussed.

### Empirical:

#### A CROSS-NATIONAL INVESTIGATION OF FIRST- GENERATION AND SUBSEQUENT GENERATION FAMILY BUSINESSES

**Matthew C. Sonfield**

Hofstra University

**Robert N. Lussier**

Springfield College

This study compared first, second and third-generation family firms in Croatia, France and India, countries with significantly different cultures and levels of entrepreneurial orientation and activity. Contrary to much of the literature, there were no statistically significant differences in management characteristics and practices between first-generation and subsequent generation family firms in any of these three countries. These results indicate that family businesses and their specific family characteristics provide a

strong unifying force across national and cultural boundaries.

#### CUSTOMER SERVICE-ORIENTATION OF SMALL RETAIL BUSINESS OWNERS IN CHINA, MEXICO, POLAND, UKRAINE, AND THE UNITED STATES OF AMERICA

**Shawn M. Carraher**

Texas A&M University

**Geralyn McClure Franklin**

University of Texas Permian Basin

The purpose of this study was to test whether or not a biodata inventory could be used to measure the service-orientation construct across cultures, with samples from China, Mexico, Poland, Ukraine, and the United States of America. Subjects were given the inventory in order to predict their on-the-job service-oriented performance. Within the samples, the service-orientation ratings were highly correlated with Extroversion in four countries, and Openness to Experience, Agreeableness, and Conscientiousness in three countries. Thus, service-orientation may be effectively measured by biodata within small organizations across multiple cultures.

### MENTOR AWARD

Dewey Johnston

California State University, Fresno

### FELLOWS

Rudy Butler, College of New Jersey

Douglas Frazer, Millersville University

### SHOWCASE AWARD

Craig Zamzow

Plymouth State University

### Upcoming Conference:

Annual Eastern Small Business Institute Conference

September 17-18, 2004

New York City

The 2004 Annual Eastern Conference of the Small Business Institute will be held on Friday and Saturday, September 17-18, 2004, at the Mayflower Hotel, 15 Central Park West, New York City. Paper submissions focusing on any aspect of small business or entrepreneurship are invited, and will be subjected to double-blind peer review. Accepted papers will be published in a printed *Proceedings*. All those interested in small business or entrepreneurship are welcome. There will be a two-tier registration fee (with or without Friday evening dinner and entertainment).

For further information, contact Dr. Matthew Sonfield, Hofstra University, at [Matthew.Sonfield@Hofstra.edu](mailto:Matthew.Sonfield@Hofstra.edu) or (516) 463-5728.

## 2004 SMALL BUSINESS INSTITUTE OFFICER LIST

SBI Website: [www.smallbusinessinstitute.org](http://www.smallbusinessinstitute.org)

### *President*

James N. Bradley  
Central Washington University  
College of Business  
400 E. 8<sup>th</sup>  
Ellensburg, WA 98926-7485  
Phone: 509-963-2912  
Fax: 509-963-2875  
Email: [bradley@cwu.edu](mailto:bradley@cwu.edu)

### *President- Elect*

Joseph Bell  
University of Northern Colorado  
Monfort College of Business  
Kepner Hall; Campus Box 28  
Greeley, Co 80639  
Phone: 970-351-1230  
Fax: 970-351-1097  
Email: [joe.bell@unco.edu](mailto:joe.bell@unco.edu)

### *Vice-President - Programs*

Shawn Carraher  
Texas A&M University – Commerce  
International Family Business Center & Small Business Institute  
Commerce, TX 75429  
Phone: 903-886-5696  
Fax: 903-886-5702  
Email: [shawn\\_carraher@tamu-commerce.edu](mailto:shawn_carraher@tamu-commerce.edu)

### *Secretary-Treasurer*

Sherrie Taylor  
Texas Woman's University  
School of Management  
P.O. Box 425738  
Denton, TX 76204  
Phone: 940-898-2903  
Fax: 940-898-2120  
Email: [staylor@twu.edu](mailto:staylor@twu.edu)

### *Vice President – Case Competition*

Leo Simpson  
Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101  
Phone: 270-745-6174  
Fax: 270-745-7098  
Email: [Leo.simpson@wku.edu](mailto:Leo.simpson@wku.edu)

### *Vice-President – Publications*

Ron Cook  
Rider University  
College of Business Administration  
2083 Lawrenceville Road  
Lawrenceville, NJ 08648  
Phone: 609-895-5522  
Fax: 609-896-5304  
Email: [cookr@rider.edu](mailto:cookr@rider.edu)

### *Vice-President – Marketing & Membership*

Kirk Heriot  
Western Kentucky University  
1 Big Red Way  
Bowling Green, KY 42101  
Phone: 270-745-4343  
Fax: 270-745-6376  
Email: [Kirk.heriot@wku.edu](mailto:Kirk.heriot@wku.edu)

### *Vice-President – Program Quality Assurance*

Bruce H. Kemelgor  
University of Louisville  
College of Business  
Louisville, KY 40292  
Phone: 502-852-4788  
Fax: 502-852-7557  
Email: [bhkeme01@louisville.edu](mailto:bhkeme01@louisville.edu)

### *Vice-President – Development*

Stephanie Huneycutt  
Christopher Newport University  
One University Place  
Newport News, VA 23606  
Phone: 757-594-7139  
Fax: 757-594-7808  
Email: [huneycutt@cnu.edu](mailto:huneycutt@cnu.edu)

### *Immediate Past President*

Abbas Nadim  
University of New Haven  
Management Department  
300 Orange Avenue  
West Haven, CT 06516  
Phone: 203-932-7122  
Fax: 203-931-6007  
Email: [anadim@newhaven.edu](mailto:anadim@newhaven.edu)

### *Editor – Journal of Small Business Strategy*

Stephen W. Osborne  
Indiana University of Pennsylvania  
304 Eberly College of Business  
Indiana, PA 15705-1087  
Phone: 724-357-5760  
Fax: 725-357-5743  
Email: [Osborne@iup.edu](mailto:Osborne@iup.edu)

### *SBI Web Master*

Charles H. Matthews  
University of Cincinnati  
2624 Clifton Avenue  
Cincinnati, OH 45221-0165  
Phone: 513-556-7123  
Fax: 513-556-4891  
Email: [charles.matthews@uc.edu](mailto:charles.matthews@uc.edu)

## Call For Papers and Workshops



**USASBE/SBI National Conference**  
**January 13-16, 2005**  
**Renaissance Esmeralda Resort & Spa**  
**Indian Wells, California**

**Deadline for Submissions: August 13, 2004**

### ENTREPRENEURSHIP IN A DIVERSE WORLD

We invite you to submit papers, case studies, workshop or symposia proposals that deal directly or indirectly with:

- Entrepreneurship Education
- Individual Entrepreneurship
- Minority and Women Entrepreneurship
- Small Business
- Technology Entrepreneurship
- Family Business
- Corporate Entrepreneurship
- International Entrepreneurship
- Entrepreneurship in the Arts
- Entrepreneurship Across the Curriculum
- Entrepreneurial Support Organizations
- Accounting and Finance Issues
- Community Development, Outreach and Fundraising Issues
- E-Business, Information Systems, and Technology Issues
- Free Enterprise Issues
- Management and Marketing Issues
- Entrepreneurial Consulting
- Social Responsibility, Legal and Environmental Issues
- Teaching Cases
- Poster Sessions (for Works-In-Progress)

**Plus other topics of interest and value to the membership of USASBE/SBI. Keep in mind the "so what" question in relation to your contribution to the field. We encourage electronic submissions.**

#### Contact Information

**Workshop/Symposium Chair**  
**Dr. Jon Richards**  
**Southwestern Oregon**  
**Community College**  
**Business Development Center**  
**2455 Maple Leaf Lane**  
**North Bend, OR 97459**  
**Phone: 541-756-6445**  
**Fax: 541-756-5735**  
**Email: [jonbdc@uci.net](mailto:jonbdc@uci.net)**

**2005 Program Chair**  
**Dr. Howard Van Auken**  
**Iowa State University**  
**300 Carver Hall**  
**Ames, IA 50010**  
**Phone: 515-294-2478**  
**Fax: 515-294-2534**  
**E-mail: [vanauken@iastate.edu](mailto:vanauken@iastate.edu)**

**Competitive Papers**  
**Chair/SBI Chair**  
**Dr. Shawn Carraher**  
**Texas A&M University**  
**Commerce**  
**Dept Of Marketing & Mgmt**  
**PO Box 3011**  
**Commerce, TX 75429**  
**Phone: 903-886-56%**  
**Fax: 903-886-5702**  
**Email:**  
**[shawncarraher@tamucommerce.edu](mailto:shawncarraher@tamucommerce.edu)**