

# E-MOMENTUM

THE SMALL BUSINESS INSTITUTE® ASSOCIATION NEWSLETTER

March 2007

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

The first thing that I would like to say before I go into my "President" mode is a big "Thank You" to our outgoing officers and board members. Shawn, thank you for your efforts as the President in 2006-2007. I hope our executive team can continue to serve the needs of our members.

As the current President of the Small Business Institute® (SBI), I am responsible for leading our organization. So, I had to slow down one day to really think about what I believed that meant. As an organization, we have gone through a transitional period. We were funded by the U.S government for a long time. Then, we became independent and were on our own. Next we tried an on-again, off-again relationship with another organization. The more things change, the more they stay the same. We are now thoroughly and completely on our own. We will not be meeting jointly, concurrently or in any other fashion with another organization.

It seems to me that a leader has to find ways to get the people in his or her organization to move toward a particular goal or objective(s). Thus, I really wanted to think about the objective(s) I had for SBI. Therefore, I doodled for awhile today and tried to think about what I wanted for SBI. Then, it dawned on me. I have heard for a few years all about the esprit de corps in SBI. Frankly, I did not know what they were talking about. I certainly had not seen it. I don't mean the camaraderie in a small group of our members, but a sense of fellowship when we meet as an organization. So, my objective, if we can call it that, is to get our members involved with SBI. I want our members to get excited about SBI and to become engaged in our organization. Hah, there is a catch. You see, I am not really the rah-rah type! So, I am going to need your help.

The Small Business Institute® welcomes each of you to participate in our organization. We are a small organization, but we are growing. We are an old organization with members that have roots back to the 1970s (big hair and platform shoes), but we want people born in the 1970s and 1980s to join our ranks. Therefore, we must balance the needs of a diverse group of people.

I challenge each of you to get involved in SBI. I don't care if you are a newcomer to SBI or an old-timer (Yes, Leo, I'm thinking of you and Bruce). I don't care if you direct a

field-based consulting program or not. I simply want each of you to please take some time to think about the many ways that you might serve SBI. It doesn't matter if this is your first eMomentum or whether you have been to fifteen or more annual meetings. To paraphrase our late President, John F. Kennedy, ask not what SBI can do for you, but what you can do for SBI. I truly believe each of you will find that by giving something of your time and skills to SBI, you will receive far more in return. The opposite is equally true.

- SBI needs sponsors to support our organization. Do you have ideas?
- SBI needs new members. Why not invite a new friend, or even an old friend to attend?
- SBI needs distinguished individuals to speak at our annual meetings. Can you help us find someone?
- SBI needs reviewers every year for competitive papers, workshops, and round table discussions. Seriously, how hard is it to write a review for 3 or 4 papers or workshops?
- SBI needs discussants and session chairs to ensure each presentation goes smoothly. Why not volunteer.
- SBI needs individuals to serve as leaders in our organization. Look at our website to review the many leadership positions that must be filled. Talk to an officer about what they do.
- SBI needs you to think of creative ways you can help us prosper.

*"Whether you think that you can, or that you can't, you are usually right."*

-- Henry Ford

Best Regards,

*Kirk*

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# Highlights of 2007 USASBE/SBI Conference

## Conference Summary:

- Over 550 total attendees
- Over 100 sessions
- 26 exhibitors
- 28 conference sponsors
- SBI Business Meeting
  - Minutes 2006 approved
  - Financial position sound

### **Opening Plenary Speaker: William Taylor**

Cofounder and Founding Editor, Fast Company magazine  
Co-author, *Mavericks at Work: Why the Most Original Minds in Business Win*.

Bill is an adjunct professor at Babson College, America's top-rated school for entrepreneurship, where he created the "Maverick Seminar at Babson College"—a unique academic program in which MBA students interact with the ideas and innovators creating the future of business. Mr. Taylor is a graduate of Princeton University and the MIT Sloan School of Management.

### **All Conference Plenary Session: Steve Mariotti**

Founder & President, National Foundation for Teaching Entrepreneurship (NFTE).

Steve Mariotti changed career paths back in 1982 when he decided to move from the corporate sector and become a special education teacher in the New York City school system. Mr. Mariotti's first assignment was in the East New York section of Brooklyn, and his last was in the Fort Apache section of the South Bronx. His perceptions and learnings inspired him to create a program to bring entrepreneurial education to low-income youth. In 1987 the National Foundation for Teaching Entrepreneurship (NFTE), a 501(c)(3) non-profit organization, was formed. NFTE has reached over 150,000 young people since its founding and has programs in 28 states and 13 countries outside the United States. Mr. Mariotti received his B.B.A in business economics and his M.B.A. from the University of Michigan, Ann Arbor. He has also studied at Harvard University, Stanford University, and Brooklyn College.

### **All Conference Presidential Luncheon Keynote Speaker: Doris Christopher**

Founder, Pampered Chef

Inspired by her dedication to preserving the tradition of family mealtimes and driven by the spirit of entrepreneurship, Doris Christopher founded The Pampered Chef® from the basement of her suburban Chicago home in 1980. She came up with a simple plan: offer professional-quality kitchen equipment directly to the consumers through in-home cooking demonstrations performed by a sales force of "Pampered Chef

Consultants." Let customers see how the products work, try them out and even taste the results.

### **All Conference Plenary Session: Cheryl L. Dorsey, M.D.** President, Echoing Green

An accomplished social entrepreneur with expertise in health care, labor issues and public policy, Cheryl Dorsey was named President of Echoing Green in May 2002. She is the first Echoing Green Fellow to lead the social venture fund, which has awarded nearly \$25 million in start-up capital to over 400 social entrepreneurs worldwide since 1987. She holds a B.A. in History and Science from Harvard-Radcliffe Colleges, an M.D. from the Harvard Medical School and an M.P.P. from the John F. Kennedy School of Government.

### **All Conference Kauffman Foundation Luncheon Keynote Speaker: Toby Stuart**

Professor, Harvard Business School

Professor Stuart is the recipient of the 2007 Kauffman Prize Medal for Distinguished Research in Entrepreneurship, which is granted every other year to recognize one individual's contributions to entrepreneurship research. His research has examined the formation, governance, and consequences of strategic alliances, the formulation of firm strategies in a number of industries, organizational design and new venture formation in established firms, venture capital networks, and the role of networks in the creation of new firms. Professor Stuart teaches MBA and executive courses in the areas of corporate strategy, mergers and acquisitions, technology strategy, and entrepreneurship.

### **SBI WORKSHOPS SESSIONS**

#### **SOLUTIONS TO LEGAL AND ETHICAL ISSUES FACING ENTREPRENEURS: VERY SIGNIFICANT LEGAL AND ETHICAL ISSUES FACING SMALL BUSINESS AND ENTREPRENEURS IN 2007 & PROPOSED SOLUTIONS**

Stephanie Bardwell

Christopher Newport University

#### **CASES THAT DEVELOP THE ENTREPRENEURIAL SPIRIT**

Facilitator: Will Clouse, Vanderbilt University

#### **CASE WRITING AND TEACHING CASES**

Facilitators: James Carland, Western Carolina University

Todd Mick, Missouri Western State University

#### **SMALL BUSINESS INSTITUTE CASE WINNERS DISCUSS BEST PRACTICES**

Facilitator: Patti Wilbur, Northeast Oklahoma State College

### **SBI COMPETITIVE PAPERS SESSIONS**

#### **Small Business Internet Issues:**

*Employee Personal Internet Use: Costs and Remedies*

Matthew Sonfield, Hofstra University

*Using the U. S. Census Bureau's Online "American FactFinder" Site to Visualize and Analyze Site Location Issues in a Retail Environment: An Assessment and Application*

Ronald Rubin, University of Central Florida

**(SBI COMPETITIVE PAPERS SESSIONS CONT.)**

*An Incremental E-Commerce Model and Planning Guide for the Small Firm*

Richard Nelson, University of Pittsburgh at Bradford  
Diana Maguire, University of Pittsburgh at Bradford  
Donald Lewicki, University of Pittsburgh at Bradford

**Socially Responsible Business Practices:**

*“Socially Responsible” Entrepreneurs: Are They Different?*

David Choi, Loyola Marymount University  
Edmund Gray, Loyola Marymount University

*The Three Faces of Supplier Diversity: From Social Program to Business Imperative*

Gwen Whitfield, Pepperdine University

*Employment Practices and Liability Insurance*

Lloyd Fernald, University of Central Florida  
George Solomon, George Washington University

**Managing Small Business:**

*Understanding Small Business Critical Factors for a Proactive Entrepreneurial Development in Botswana*

Zelealem T. Temtime, University of Botswana  
Jaloni Pansiri, University of Balarat, Australia

*Business development services in the Internet environment. An exploratory study from Poland*

Agnieszka Pichur, Cracow University of Economics

*Fostering Knowledge Management in Small and Medium-Sized Enterprises - Investigating and Overcoming Knowledge Deficits in Management Control*

Thomas Rautenstrauch, University of Applied Sciences Bielefeld

Ewald Mittelstaedt, University of Dortmund  
Claudia Wiepcke, University of Dortmund

**Small Business Institutes & Community Development:**

*SBI Consulting: “Small Business” Versus “Entrepreneurial” Performance Outcomes*

Matthew Sonfield, Hofstra University

*Use of Volunteers in SBI to Increase Community Development and Outreach, Involve More Students, and Improve Consulting: How Can the Experience Be Successfully Managed?*

Michael Ames, California State University Fullerton  
Raj Mahto, California State University Fullerton

**Global Business:**

*Founder Influence in Family Business: A Multinational Correlational Analysis*

Robert Lussier, Springfield College  
Matthew Sonfield, Hofstra University  
Sanja Pfeifer, University of Jospin Juraj Strossmayer  
S Manikutty, Indian Institute of Management  
Loic Maherault, Ecole de Management

*Prediction of Turnover Using Pay, Pay Satisfaction, and Attitudes Towards Benefits in China, Latvia, and the USA: Entrepreneurs and Employees*

Shawn Carraher, Cameron University

*Attributes of Success for Overseas Lebanese Entrepreneurs*

Zafar Ahmed, Cameron University  
Philip Zgheib, Texas A & M University  
Shawn Carraher, Cameron University  
Abdulrahim Kowatley, American University of Beirut

**COMMUNICATION TO MEMBERS**

As Vice President of Quality Assurance, I would like to take this opportunity to ask members to identify and forward their concerns about the quality of the services that the organization offers. If you have quality concerns about broad areas or specific issues, please forward them to me at [terrence@cameron.edu](mailto:terrence@cameron.edu). Thanks. Terry.

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As Vice President of Communications, this is my first E-MomentUM newsletter. I would like to include any information of conferences and workshops that would benefit the membership. Please e-mail me the information to include in the quarterly newsletter to: [jcurtiss@tricity.wsu.edu](mailto:jcurtiss@tricity.wsu.edu)  
Thanks. Johan



Mark your calendar for the 2008  
SBI Annual Conference  
February 14-18 San Diego CA

Visit the SBI website for details [www.smallbusinessinstitute.org](http://www.smallbusinessinstitute.org)

## **Reviewers Needed!**

It is now early 2007 and we are already beginning to think about all of the minor and major details of preparing for our annual conference in San Diego, California February 14-18, 2008.

In order to ensure that the conference meets the needs of all of our members, we are asking each of you to please serve as a reviewer. Reviewing academic papers and workshops is one of the most generous and one of the most important activities in which you can participate in higher education. Let's face it. Many of us rely on having a paper or workshop accepted at a conference before we can commit to attend it. So, please consider the importance of reviewing papers and workshops to the careers (and travel plans) of your friends and colleagues.

Please contact George Puia (puia@svsu.edu) if you will be able to serve as a reviewer for the 2008 SBI Conference. Thank you.

### **DATES AND DEADLINES:**

**October 1, 2007: Deadline for Papers and Proposals**

**November 26, 2007: Notification of Acceptance**

# **E-MOMENTUM**

THE SMALL BUSINESS INSTITUTE® ASSOCIATION NEWSLETTER

## 2007 SMALL BUSINESS INSTITUTE OFFICER LIST

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