

Small Business Advancement National Center
 University of Central Arkansas
<http://www.sbaer.uca.edu>

SBANC Newsletter, January 20, 1998

UPCOMING EVENTS

ELECTRONIC DATA INTERCHANGE CONFERENCE
 JANUARY 24, 1998

This weekend, January 24, 1998 will be our Electronic Data Interchange conference that we have been promoting over the past few weeks. This is going to be a great event for small business owners. The program will include presenters from Alyons Rubber Company, Hot Springs, AR; the Eletronic Commerce Resource Center, Palestine, Texas; Sterling Software, Dublin, Ohio; The U.S. Small Business Administration, Little Rock, AR; and Smith Ford Motor Company, Conway, AR.

The seminar topics that will be discussed are: EDI Orientation, EDI Issues and Implementation, Pronet, and Becoming an Effective EC/EDI Coordinator. Smith Ford Motor Company and Alyons Rubber Company will be discussing how their companies use the EDI system, and the many ways that this concept has helped their company grow. The conference will be from 8 A.M. to 4:30 P.M. (CST) on Saturday, January 24, 1998 at the Burdick Business Building located on the campus of the University of Central Arkansas in Conway, Arkansas. This conference is being sponsored by the Arkansas Manufacturing Extension Network, Southwestern Bell, Purchasing Management Association of Arkansas, and the Small Business Advancement National Center.

The conference schedule will be as follows:

8:00 - 8:30 - Registration

8:30 - 9:00 - Introduction

9:00 - 10:30 - EDI Seminars

1. Alyons Rubber Company
2. "Pronet" - presented by the SBA
 EDI Orientation/part 1 - presented by ECRC

10:30 - 10:45 - BREAK

10:45 - 12:15 - EDI Seminars

1. Smith Ford Motor Company
2. EDI Orientation/part 2 - presented by ECRC

12:15 - 1:00 - Lunch

1:00 - 2:30 - EDI Seminars

1. "Becoming An Effective EC/EDI Coordinator/part 1
 presented by Sterling Software

- 2. "EDI Issues and Implementation"/part 1
presented by ECRC

2:30 - 2:45 - BREAK

2:45 - 4:15 - EDI Seminars

- 1. "Becoming An Effective EC/EDI Coordinator"/part 2
presented by Sterling Software
- 2. "EDI Issues and Implementation"/part 2
presented by ECRC

4:15 - 4:30 - CLOSING

Hopefully if you are planning to attend the conference, you have already pre-registered, however, there is still some room available if you would like to attend. The cost of the conference is only \$20.00 per person, which will include materials and lunch. For those of you who are NAPM members, this conference will give you credit for seven hours of teaching time. To register, or for more information on this spectacular event, please contact Netta Thomas at 501-450-5320 or Kim Stubbs at 501-450-5373.

DO YOU NEED TO HIRE AN EMPLOYEE?
WHAT YOU CAN AND CAN NOT ASK ON A JOB APPLICATION

Job applications and interviews have become indispensable in processing applicants. However there are regulated areas on this subject including race and color, sex, national origin and ancestry, religion, age, and physical handicaps.

When asking questions about identifying information, an employer is only allowed to ask for certain information. You need to review application forms and questions used during interviews to decide if they require answers in two areas:

- 1. Is the requested information absolutely needed to judge an applicant's competence for the job?
- 2. Do the answers to the questions have an impact in weeding out members of protected groups?

To find out more about identifying information that is permissible and nonpermissible please visit our web site at:
<http://www.sbaer.uca.edu/docs/publications/pub00025.txt>
There is a long list of allowable information on this web page.

Tip of the Week

KEEPING YOUR BUSINESS PLAN UP-TO-DATE
(Taken from "Anatomy of A Business Plan" see credits below)

Your business plan will serve you well if you will revise it often and let it serve as your guide during the lifetime of your business. In order to update it, you as the owner will have the final responsibility to analyze what is happening and implement

the changes that will make your business more profitable.

REVISING YOUR BUSINESS PLAN

Revision is an ongoing process. Changes are constantly taking place in your business. If your Business Plan is going to be effective either to the business or to a potential lender, it will be necessary for you to update it on a regular basis. Changes necessitating such revisions can be attributed to three sources.

Changes within the Company

You may be increasing or decreasing the number of employees, upgrading the skill level, or adding new products and/or services, or there may be any other number of changes in your organization. You might decide to incorporate or add new partners. Be sure to document these changes.

Changes Originating with the Customer

Your product or service may show surges or declines due to your customers' changes in need or taste. This is evident in all the companies who fold, because they continue to offer what they like instead of what the customer will buy or use. Polyester materials were popular for many years. Now the average buyer considers polyester as an inferior material. Clothing retailers are currently selling cotton, rayon, and silk.

Changes in Technology

You will have to change your business to stay current with a changing world. As technology improves and there are new products on the market, you will have to keep up or you will be left behind. The computer industry is a perfect example of fast changes in technology. Developers are challenged daily with the problems of keeping their products current or losing their niche in the marketplace.

"Anatomy of a Business Plan;" "A Step-by-Step Guide to Starting Smart, Building the Business and Securing Your Company's Future;" Third Edition; Pinson, Linda; Jinnett, Jerry; Upstart Publishing Company; Chicago, Il; 1996; p 113-114.

If you have any suggestions about our newsletter or if you have an upcoming small business event in your area, please contact Kim Stubbs (kstubbs@mail.uca.edu).

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