



THE SMALL BUSINESS INSTITUTE DIRECTORS' ASSOCIATION

SBIDA 1991-92 Officers

President

GWEN FONTENOT
10030 Glenrio Lane
Dallas, TX 75229
(214) 979-1712 Office
(214) 904-0808 Home
FAX (214) 979-1761

President-Elect

LYNN HOFFMAN
Department of Management
University of Northern Colorado
Greeley, CO 80639
(303) 351-2088 Office
FAX (303) 351-2500

Vice-President Programs

ROBERT A. KEMP, C.P.M.
Department of Management
Drake University
Des Moines, IA 50311
(515) 271-2807 Office
(515) 223-6504 Home
FAX (515) 271-2001

Vice-President Publications

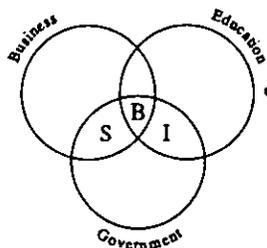
JANET BRADSHAW
Center for Business &
Economic Services
Troy State University
Bibb Graves 107 - TSU
Troy, AL 36082
(205) 670-3524 Office
(205) 566-1159 Home
FAX (205) 670-3636

Secretary-Treasurer

DAVID ADAMS
Marywood College
Department of Business and
Managerial Sciences
2300 Adams Avenue
Scranton, PA 18509
(717) 348-6274 Office
FAX (717) 348-1817

Past President

DON BRADLEY, III
Marketing & Management Dept.
University of Central Arkansas
Conway, AR 72032
(501) 450-5345 Office
(501) 329-2403 Home



ABOUT THE AUTHORS

A Practical Approach to Determining When to Expand and When to Stabilize Sales

Paul Dunn (Ph.D., University of Arkansas) is Distinguished Professor of Small Business and Entrepreneurship at Northeast Louisiana University, Monroe. He has served as president of SSBIA and SBIDA. Dr. Dunn writes a weekly column, "Small Business Questions and Answers," for the *NewStar World*, directs the Northeast Louisiana University SBI and SBDC, and serves on the editorial board of the *Journal of Business and Entrepreneurship*.

Leo R. Cheatham (Ph.D., University of Arkansas) is Associate Professor of Finance at Northeast Louisiana University. He was a research economist with Mississippi State University for 13 years.

Carole Cheatham (C.P.A., Ph.D., University of Arkansas) is Professor of Accounting at Northeast Louisiana University. Dr. Cheatham serves on the editorial boards of the *Journal of Business and Entrepreneurship*, *Delta Business Review*, and *The Woman CPA*. She is the author of *Cost Management for Profit Centers*.

Reward Strategies For Franchising Organizations

Dr. Robert T. Justis (D.B.A., Indiana University) is Professor of Management and Director of the International Franchise Center at Louisiana State University. His latest book (co-authored with Richard Judd) is *Franchising* (Southwestern Publishing Co.).

Dr. Peng S. Chan (Ph.D., University of Texas, Austin) is Associate Professor of Management at California State University at Fullerton. His research interests include strategic management, franchising, and entrepreneurship.

Dr. Jim Werbel (Ph.D., Northwestern University) is Associate Professor of Management at Louisiana State University. His research interests include career management and compensation.

Factors that Restrict Exports of Small and Medium-Sized Firms: The Role of Export Financing

Dr. Charlie E. Mahone, Jr. (Ph.D., University of Michigan, Ann Arbor) is Associate Professor of International Business at the Howard University School of Business. His research interests include management and international activities of small and medium-sized companies.

ABOUT THE AUTHORS (CONT.)

A Longitudinal Study of the Utilization of Production Management Techniques by Small Electronics Firms

Stanley E. Fawcett (Ph.D., Arizona State University) is Assistant Professor of Logistics and International Management at Michigan State University. His research interests include logistics, manufacturing strategy, and international operations.

John N. Pearson (Ph.D., Georgia State University) is Associate Professor of Operations Management at Arizona State University.

Are Small Businesses Falling Through the GAAP?

Janet L. Dye (C.P.A., Ph.D. candidate in Accounting). She has presented at several international and national conferences in the areas of small business and accounting.

James E. Carland (C.M.A., C.P.A., Ph.D., University of Georgia) was co-founder of two microcomputer software development companies. His experience includes management in banks and in the Georgia SBDC. He and Jo Ann C. Carland have co-authored a textbook on small business management.

Jo Ann C. Carland (Ph.D., University of Georgia) is a CDP and was co-founder of two microcomputer software development companies.

Entrepreneurial Opportunities in the Wholesale Sector: A Predictive Model

David A. Baucus (Ph.D., Indiana University) is a faculty member at the University of Kentucky. His research interests include executive compensation, franchising, and risk analysis.

John C. Palmer (Ph.D. candidate, University of Kentucky) is a faculty member at Sangamon State University. His research focuses on innovation in small businesses.

Donald Gudmundson (Ph.D. candidate, University of Kentucky) is a faculty member at the University of Wisconsin-Oshkosh. His research focuses on strategic decision-making in small businesses.
