STRATEGY

Publication Staff

Editor

Dr. Joe Singer

Associate Editor

Gary R. Hazeltine

Editorial Assistant

Tom Barlow

Editorial Advisory Board

Dr. Chi Anyansi-Archibong

Dr. David Brennan Dr. Radha Chaganti

Ms. Sally A. Charles

Dr. Ron Cook

Dr. Richard T. Dailey Dr. Dale Dickson

Dr. Gwen Fontenot Dr. Joseph J. Geiger

Dr. Frederick D. Greene

Dr. Lynn Hoffman

Dr. Bill Jackson

Dr. Lawrence Klatt

Dr. Kenneth J. Lacho

Dr. Thomas J. Liesz

Dr. Stephen Lucas

Dr. Steven J. Maranville

Dr. Thaddeus McEwen

Dr. Inge Nickerson

Dr. inge Nickerson

Dr. Neal R. Pruchansky Dr. Matthew C. Sonfield

Dr. Harriet Stephenson

Dr. George Vozikis

Dr. John Wallace

University of Missouri

Kansas City, Missouri

Professional Support Services

Olathe, Kansas

University of Missouri

Kansas City, Missouri

North Carolina A&T State University

University of St. Thomas

Rider University

Charles Consulting

Rider University

University of Montana

Chiversity of Montain

Mesa State College

Marketing Solutions University of Idaho

Manhattan College

University of Northern Colorado

Stephen F. Austin State University

Florida Atlantic University

University of New Orleans

Western State College

University of North Carolina-Greensboro

University of St. Thomas

University of North Carolina-Greensboro

Barry University

Keene State College

Hofstra University

Seattle University

The University of Tulsa

Marshall University

A joint publication of the Small Business Institute Directors' Association and the Henry W. Bloch School of Business and Public Administration.

Send subscription requests to Roosevelt D. Butler, Ph.D., SBIDA Secretary-Treasurer, The College of New Jersey, School of Business, Box 4700 Hillwood Lakes, Trenton, NJ 08650-4700. Annual subscriptions may be ordered at \$20 each (U.S. dollars only). International subscriptions add \$5 annually for postage and handling. Back issues may be ordered at \$12 each.

© Copyright 1997 Small Business Institute Directors' Association ISSN 1081-8510

Wouldn't you and SBIDA be a perfect professional fit?

YES ...if you have a strong interest in the growth and prosperity of small, entrepreneurial, and family-owned businesses.

YES ...if you believe that collegiate business management education is strengthened by experiential learning opportunities.

YES ...if your academic program, Small Business Institute™, SBDC, or management assistance center strives to give small business and entrepreneurship issues equal exposure to those of large business.

YES ...if you have a strong interest in small business consulting and/or small business case writing.

Our publications and regional and national conferences explore issues, trends, and managerial training for small, entrepreneurial, and family-owned businesses. Student development is encouraged and supported through our Small Business InstituteTM Program, the preeminent small business field case consulting program in the United States.

For Membership Information contact:

Pamela S. Schindler SBIDA VP-Marketing & Membership

Voice: (937) 327-7904; Fax: (937) 327-6143

Email: PSCHIN@wittenberg.edu

1997 Dues: US, \$100.00; International, \$125.00



Small Business Institute
Directors' Association

1997-1998 SBIDA Officers



Small Business Institute Directors' Association

President

Charles H. Matthews, Ph.D. University of Cincinnati College of Business Administration

Department of Management Cincinnati, OH 45221-0165

Office: (513) 556-7123 FAX: (513) 556-4891

E-mail: charles.matthews@uc.edu

President-Elect

Lloyd W. Fernald, Jr., D.B.A. University of Central Florida 4000 Central Florida Boulevard Orlando, FL 32816-1400

Office: (407) 823-5727 FAX: (407) 823-3725

E-mail: lloyd.fernald@bus.ucf.edu

Executive Vice President-Administration

Gwen F. Fontenot, Ph.D. 111 St. Andrews Drive

Mabank, TX 75147 Office: (903) 451-9339 FAX.

(903) 451-9156 fontenotg@aol.com E-mail:

Vice-President--Programs J. Douglas Frazer, Ph.D., CPA

Millersville University Business Administration

P.O. Box 1007

Millersville, PA 17551-0302 Office: (717) 871-5555 FAX: (717) 871-2464

E-mail: dfrazer@marauder.millersv.edu

Vice-President-Publications Sherrill R. Taylor, M.B.A., SPHR

Texas Woman's University Small Business Institute P.O. Box 425738 Denton, TX 76204

(817) 898-2903 Office: FAX: (817) 898-2120 E-mail: f_taylor@twu.edu

Vice President-ProgramQuality Assurance

Ronald S. Rubin, Ph.D. University of Central Florida 4000 Central Florida Boulevard Orlando, FL 32816-1400

Office: (407) 823-2682 FAX: (407) 823-3891

E-mail: rubin@pegasus.cc.ucf.edu Vice President--Case Competition

Michael D. Ames, Ph.D.

California State University, Fullerton

Department of Management

Fullerton, CA 92634 Office: (714) 644-4541

FAX: (714) 644-1259 E-mail: sbiames@fullerton.edu

Vice President-Development

Edward G. Cole, M.B.A.

St. Mary's University

School of Business Administration One Camino Santa Maria

San Antonio, TX 78228

(210) 431-2039 Office: FAX: (210) 431-2115

E-mail: ecole@alvin.stmarytx.edu

Vice President--Marketing and Membership

Pamela S. Schindler, M.B.A.

Wittenberg University P.O. Box 720

Springfield, OH 45501 Office: (937) 327-7904

FAX. (937) 327-6143 E-mail: pschin@wittenberg.edu

Secretary-Treasurer

Roosevelt D. Butler, Ph.D.

The College of New Jersey School of Business

B0x 4700 Hillwood Lakes Trenton, NJ 08650-4700

Office: (609) 771-2868

FAX: (609) 771-2845

E-mail: rbutler@tcnj.edu

Immediate Past President

Geralyn McClure Franklin, Ph.D. Stephen F. Austin State University

Department of Management and Marketing

Nacogdoches, TX 75962-9070 (409) 468-4103 Office:

FAX: (409) 468-1600 E-mail: gfranklin@sfasu.edu