
SPECIAL SECTION

LETTERS TO THE EDITOR

We thought the following correspondence would be of interest to the readers of the *Journal*.

December 9, 1991

Dr. Lloyd Elgart
Editor
Journal of Small Business Strategy
Andreas School of Business
Barry University
11300 Northeast Second Avenue
Miami Shores, Fl. 33161-6695

Dear Dr. Elgart:

Recently I returned from a visit to Russia during which I was gathering information regarding the status of small business enterprises in that country. As you might surmise, there is much struggling by a number of individuals and organizations to establish conditions whereby independent businesses might flourish. There is much to be done: their resources are limited; and foreign currency is extremely scarce. That leads me to the request I will pose to you.

Would it be possible for you or the Small Business Institute Directors Association to authorize two, gratis one-year journal subscriptions for a group in that country which clearly is in the forefront of the effort to stimulate independent business formations via a more favorable social, legal and financial climate. The group is the Federation For Support And Development of Small Business. FSDBS is a non-government organization that serves as an umbrella for about 30 unions, associations and societies all having members engaged in small, independent (non- government) enterprises. Currently it is headed by Dr. Eugene Smirnov, who is reported to be the first independent business owner in Moscow. I believe they would find your journal contains information most useful in this early stage while they are wrestling with new concepts, roles and understandings concerning family businesses operations.

I honestly do not know whether this action on your part will lead to firm future subscriptions or other advantages in the future, but it will put your journal in the hands of a group dedicated to positive action in this area. Please consider it a long-short investment which might produce useful connections in the long-run. Perhaps it is a way of reaffirming our view that successful small businesses are important. Perhaps it is a small action that may add some weight to a direction of world history.

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Regular airmail to Russia takes about six weeks. Their address is :

FEDERATION FOR SUPPORT AND DEVELOPMENT OF SMALL BUSINESS,
P.O. Box 831, Moscow, 105484, USSR.

Copies of the journal may be sent to this address via regular airmail. If you would like to write to Dr. Smirnov to tell him the good news, you may fax it directly. As you may know, Moscow is the one city in Russia that can be dialed directly. Their country code is 7, Moscow city code is 095 and their fax number is 254 8972. As an alternative, you may send the letter to me and I will include it in my next correspondence with Dr. Smirnov or deliver it directly as I am returning to Russia for another visit on January 11.

Please let me know of your decision when it is possible. To assist you in evaluating this request and since we are not personally acquainted (at least I don't remember), I have enclosed a biographical sketch. As you will see from it, I can empathize with you regarding your journal editing responsibilities. I am using my home address because I am on sabbatical leave this semester.

Sincerely,

Bruce G. Whiting

Editor's Response:

December 23, 1991

Dr. Bruce G. Whiting
823 S. Cedar Crest Boulevard
Allentown, PA 18103-3613

Dear Dr. Whiting:

In response to yours of December 9, 1991, I would be happy to forward two copies of the *Journal of Small Business Strategy* to Dr. Smirnov beginning with the November 1991 issue. This is not a subscription, which would be handled through the Small Business Institute Directors' Association, but a service of the Andreas School of Business at Barry University.

Kindly send our best wishes for a happy and successful year to Dr. Smirnov and the Federation.

Sincerely,

Lloyd D. Elgart, D.B.A., J.D.
Editor

Dr. Whiting is a Professor of Management at Kutztown University of Pennsylvania. He teaches courses in Strategy and Policy, Small Business Management, Organizational Behavior and Innovation & Entrepreneurship. He is editor of the Journal of Creative Behavior, which is a professional journal distributed in 47 countries. Previously, he served on the immediate staff of the Administrator of the U.S. Small Business Administration, where he directed the management assistance program of the agency.

Editor's Note: I would guess that Dr. Smirnov would appreciate hearing from our readers. If you decide to contact him, please keep us informed.

