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**ABSTRACT**

This directory is designed to assist in the identification of supplementary materials to support program development for small businesses. Following introductory comments and an overview of small business management training, section I lists training tools available from the Small Business Administration (SBA). Section II provides descriptions and ordering details for comprehensive entrepreneurship/small business management training materials available from sources other than the SBA. Section III consists of lists of tools corresponding to the following topic areas: (1) Starting and Running a Business; (2) Business Planning; (3) Marketing and Sales; (4) Financial Management, Recordkeeping, and Taxation; (5) Purchasing and Inventory Control; (6) Legal and Risk Management; (7) Human Resource Management; (8) Government Procurement; (9) Microcomputer Use; and (10) Managing Specific Businesses and Special Programs for Targeted Groups. Finally, section IV presents samples from model programs. (LAL)

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**SBA**

# Small Business Management

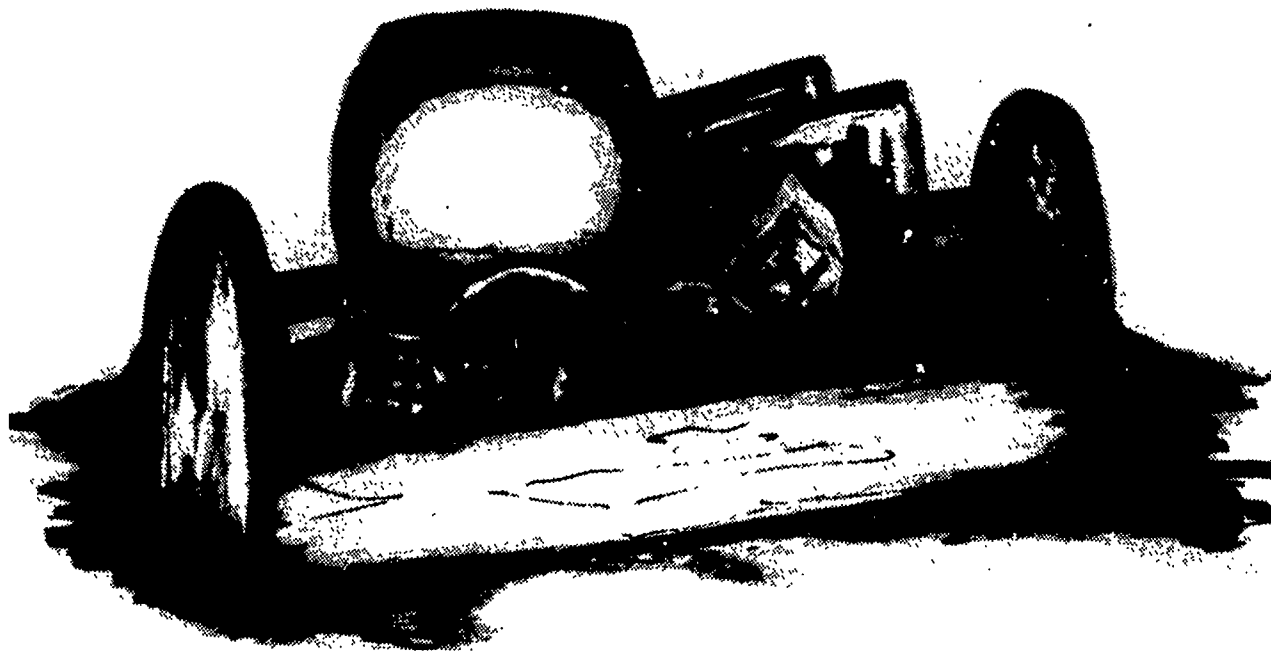
# Training Tools Directory

ED267851

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**U.S. Small Business Administration  
Office of Business Development**

May 1985



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**SBA**

**Small Business  
Management  
Training Tools  
Directory**

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**U.S. Small Business Administration  
Office of Business Development**

**May 1985**

**In cooperation with the American Association  
of Community and Junior Colleges  
National Small Business Training Network  
Contract #4873M/A.80**

**Judy Nye, Project Director  
Dorothy Miller, Research Assistant  
Holly Jellison, Editorial Consultant/Art**

## INTRODUCTION TO THE TRAINING TOOLS DIRECTORY

The Training Tools Directory has been developed to help you identify supplementary materials to support program development for small businesses.

Due to the extensive amount of materials available from the Small Business Administration, we have devoted a complete section to these materials and provided a brief listing under appropriate topical areas. Where these materials are listed under topical areas you will be referred back to the SBA materials section for a full description and ordering information.

The directory is arranged by topical areas with some of the sources listed in several applicable areas. Several resources have been identified that are available for use as both a comprehensive program and as a modular topical unit. Where these materials are listed by topical area you will be referred back to the comprehensive section for a full description and ordering instructions.

The last section of the directory is devoted to examples of model programs. We have included at least one example from each topical area. We hope you will find this section useful in designing and marketing of your programs. In some instances the information has been reduced and/or synthesized for printing purposes. However, a contact individual is identified should you wish to obtain additional information.

The Small Business Training Tools Directory has been developed by the Office of Management Assistance and the American Association of Community and Junior Colleges under contract to this office. This directory is a "first," and while much effort has been exerted to do a thorough search, we are aware that the directory does not represent all materials that are available nor all topics that one might consider appropriate for developing programs on small business management. If you feel that other materials should be included for possible future editions, please let us know. This should include the title of material(s) and address of the source(s) so that we may obtain all of the necessary information. We would also like to know about exceptional programs that you have developed.)

Please forward your responses to:

American Association of Community  
and Junior Colleges  
National Center for  
Higher Education  
Suite 410  
One Dupont Circle, N.W.  
Washington, D.C. 20036

## SMALL BUSINESS MANAGEMENT TRAINING OVERVIEW

The number of new small businesses opened each year is growing at an all time record. It is imperative to our national growth that assistance be provided to these entrepreneurs so that they not only survive but that they grow and provide employment opportunities for others.

Training and appropriate application of knowledge is crucial to the effective management of a business. As H. Naylor Fitzhugh, project consultant with the Pepsi-Cola Company, at the National Invitational Conference on Entrepreneurship Education and Economic Development, said, "...it matters a great deal whether a small business course is a realistic course in small business, or is merely a small course in business." This directory has been prepared to provide you with some resources and examples of programs which have been developed and directed specifically to the small business person.

It is advisable to review materials prior to developing a course for small business, keeping in mind Mr. Fitzhugh's comment. Small business owners and managers are not as interested in theory as they are in practical applications that they can implement in a manner that will improve the management and profitability of their business.

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## Section I. TRAINING TOOLS FROM SBA

The Small Business Administration's Training materials listed below are available free of charge to organizations and presentors of small business management training that is cosponsored with the U.S. Small Business Administration. Included are instructor's guides, participant workbooks, self-instructional modules, films, and videotapes. They are designed to aid instructors in providing existing and prospective business owners with practical skills in small business management. Topics covered include start-up, basic skills, advanced skills, and training targeted at specific industries or groups.

To order any of these training materials, call your local SBA District Office and ask to speak with the Assistant District Director for Management Assistance (the ADDMA). A list of SBA offices, addresses and phone numbers is included at the end of this section.

### A. PREBUSINESS WORKSHOP START-UP TRAINING

Introductory training unit for all prospective business owners as well as uninformed new owners. Provides the participants with basic information on how to start-up your own business "the right way." Topics covered usually include Personality Traits Needed, Management Skills, Success and Failure Factors, Market Analysis, Legal Aspects, Recordkeeping, Financial Factors, Sources of Capital, Regulations, Taxes and Insurance. This training is usually presented in the traditional one-day Prebusiness Workshop format. Other formats include multiple mini-workshops and courses entitled "How to Start and Succeed in a Business of Your Own" or "Starting and Managing Your Own Business."

#### Classification/Description

#### Ordering Number/Information

##### Manual For Planning And Conducting Workshops For Prospective Small Business Owners

PBW-M

Guide and reference for the organizers, coordinators, and presentors of the SBA workshops for prospective and new small business owners/managers.

##### Prebusiness Workshop Topical Outlines

PBW-TO

Contains topical outlines for presentors on forms of business organizations; marketing; regulations, taxes and insurance; financial factors; sources of capital; and business records. Each outline contains introduction, objectives, key points, session outline, checklist, and references.

Classification/Description

Ordering Number/Information

Prebusiness Workshop Workbook

PEW-WB

Outlines key points of the presentations on forms of business organization, marketing, regulations, taxes, insurance, financial factors, sources of capital, and business records for the workshop participants. Contains glossary of small business terms.

**B. SMALL BUSINESS MANAGEMENT TRAINING: INSTRUCTOR'S GUIDE SERIES**

These guides are designed to aid instructors in providing existing or potential small business owners and managers with practical skills in small business management. They contain all you need to teach a practical, how-to course in one of the basic or specialty skills of small business management. Courses are designed to be 15 hours long and can be taught in 2 1/2 - 3 hour segments. Each course has a topical outline with objectives, an assortment of handouts, transparency masters, case studies, film suggestions, and outside reading resources. Order forms for SBA publications and films are also included.

Classification/Description

Ordering Number/Information

Building Basic Management Skills

IG-101

This 15 hour unit is divided into six (6) sessions which are: Management Style and How it Affects Your Business; Identifying and Solving Your Problems; Making The Best Decisions; Managing People; Getting to the Point Without Wasting Time; Managing Your Company. The objectives, session agendas, handout materials and references are included.

Business Planning - Roadmap to Success

IG-102

This 15 hour unit is divided into eight (8) sessions which are: Getting Started; Planning and Collecting Information; How to Use a Business Plan as a Planning Tool; Overview of the Marketing Plan; Financial Planning; Getting the Most from the Planning Process; Evaluation of Your Plans. The objectives, session agendas, handout materials and references are included.



Classification/Description

Ordering Number/Information

Marketing and Sales Strategies - How to Get Your Share

IG-1 03

This 15 hour unit is divided into seven (7) sessions which are: Customers First — Product/Service Second; People and Market Research; Market Research and Location of the Business; Pricing to Sell; Promoting; Selling to Your Customers; Review of the Marketing and Sales Plans. The objectives, session agendas, handout materials and references are included.

Purchasing and Cost Control

IG-1 04

This guide is divided into five (5) sessions which are: Controlling Costs; Who Is In Charge Here; Getting the Most Bang for the Buck - Or - Money Talks; You and Your Suppliers; Effective Negotiation. The objectives, agendas, handouts and references are included.

Recordkeeping - Business Information and Its Uses

IG-1 05

This 15 hour unit is divided into six (6) sessions which are: What Do You Mean, I have To Keep All Those Records; Financial Records — The Comings and Goings of Your Money; People and Things: Maintaining Personnel, Supplier, Customer, and P&L Statement Sessions; Creating Financial Statements - The Balance Sheet; The Quill Pen and the Computer Or How Do I Manage Those Records? The objectives, agendas, handouts and references are included.

Financial Management - How to Make a Go of Your Business

IG-1 06

This 15 hour unit is divided into seven (7) sessions which are: The Necessity of Financial Planning Objectives; Understanding and Using Financial Statements: Checking out the Health of Your Business; Forecasting Profits; Cash Flow Management -- Budgeting and Controlling Costs; Determining Pricing Policy; Forecasting and Obtaining Capital; Financial Management Decisions for Small Firms. The objectives, session agendas, handout materials and references are included.

Classification/Description

Ordering Number/Information

Business Law & Risk Protection - Don't Operate Illegally and Unknowingly

IG-107

This 15 hour unit is divided into six (6) sessions which are: Taking the Law Into Account; Common Contractual Arrangements; Personnel Law; Taxes -- They are a Sure Thing; Government -- Always Present In Your Business; Insurance -- Minimizing Your Risks Without Buying Too Much Protection. The objectives, session agendas, handout materials and references are included.

Microcomputers for Use In Small Business

IG-108

This 15 hour unit is divided into five (5) sessions which are: Computers Are not Confusing; Taking A Closer Look; Approaching the Computer Without Fear; Approaching the Computer Dealer or Distributor; Comparing the Systems. The objectives, agendas, handouts and references are included.

Home-Based Business - The Basics of Doing Business from Your Home

IG-109

This 15 hour unit is divided into six (6) sessions which are: Home Entrepreneurship: Is It For You?; Answering The Big Question: What, Who, Where, How, and How Much?; Managing Your Business: Structure, Recordskeeping, Taxes, and Insurance; Zoning, Licensing, Permits and Other Laws That Affect Your Business Operations; Understanding the Financial Side; Make It Easy On Yourself. The objectives, agendas, handouts and references are included.

Managing A Service Business

IG-110

This 15 hour unit is divided into six (6) sessions which are: Business Ownership; Is It For You?; Developing A Business Plan; Marketing, Advertising, And Promotion; Managing Your Business: Recordskeeping, Taxes and Insurance; Understanding The Financial Side of Your Business; Make It Easy On Yourself.

Classification/Description

Ordering Number/Information

Increasing Your Selling Power

IG-111

This 15 hour unit is divided into five (5) sessions which are: **Knowing Yourself and Your Product or Service; Prospecting and Opportunity Planning; Identifying Needs and Wants; Making The Presentation; Handling Objections and Talking Price.** The objectives, agendas, handouts and references are included.

Advertising

IG-112

This 15 hour unit is divided into seven (7) sessions which are: **What Are My Advertising Goals? How Much Should I Spend and How Should I Spend It?; What Media Should I Use?; What Else Can I Use?; What About Low Cost/No Cost Techniques?; What Should I Say And How Should I Say It?; How Can I Implement My Advertising Program and Measure Its Effectiveness? The objectives, agendas, handouts and references are included. Understanding The Financial Side of Your Business; Make It Easy On Yourself.**

Inventory Management - Are Your Profits  
Sitting on a Shelf?

IG-113

This 15 hour unit is divided into five (5) sessions which are: **The Importance of Inventory Management; Inventory Management; Setting Up An Inventory Control System; Controlling Inventory Costs Through Budgeting and Keeping Records; Minimizing Losses Due to Theft.** The objectives, agendas, handouts and references are included.

SBA is currently developing books for participant use which support each of these instructor's guides. They will soon be available for purchase from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

C. PRESENTOR'S GUIDE SERIES

These guides are designed to provide presentors with the fundamentals for building an understanding of small business skills, management tools, and subject knowledge and their application to business success. Each guide provides materials sufficient to present a 2 to 3 hour workshop on the topic.

Classification/Description

Ordering Number/Information

Success and Failure Factors in Small Business

PGS-2001

Contains lesson plans, objectives, free tips and approaches, materials for handouts, case studies, assignments, and bibliography for presenting the topic.

Sources of Assistance and Information for Small Business

PGS-2002

In this unit you will find bibliography and additional resources for each of the topics. Also included is a complete sample business plan.

Choosing a Form of Organization for Small Business.

PGS-2003

Contains lesson plans and presentation instructions, case studies, assignments, material for handouts and transparencies, and a bibliography for presenting this topic.

Location and Layout for Small Business.

PGS-2004

Contains lesson plans, presentation instructions, case studies, assignments, material for handouts and transparencies, and a bibliography for presenting this topic.

Taxes: Planning, Compliance, and Payment for Small Business

PGS-2005

Contains lesson plans, presentation guide, case studies, assignments, material for handouts and transparencies, and a bibliography for presenting this topic.

D. BUSINESS BASICS SERIES

Twenty-three self-instructional modules each covering an important management topic for small business success. Each contains a brief instructor's guide, explanations, problems, and self quizzes and can be used with or without an instructor.

Classification/Description

Ordering Number/Information

The Profit Plan

BB-1001

Contains forecasting of sales, gross profit and operating expenses to get at net profit. Considers internal and external factors that could affect sales and costs in the coming period. Shows how to use a profit plan for reviewing performance on a continuing basis.

Capital Planning

BB-1002

Contains planning capital needs, balance sheet analysis, working cash balance, planning asset needs, funding asset increases, covering credit sales, forecasting inventory levels, operations capital, and additional capital needs.

Understanding Money Sources

BB-1003

Contains anticipating capital needs, sources and types of capital, collateral, and equity investor rights.

Evaluating Money Sources

BB-1004

Contains evaluation factors to determine most feasible source of capital. Discusses internal and external sources advantages and disadvantages. Gives measures (ratios) of stability and liquidity as assessment tools. Also contains information on preparing loan requests.

Asset Management

BB-1005

Contains objectives of asset management, asset classification, liquidity, asset mix, and problems in asset management.

Managing Fixed Assets

BB-1006

Contains information on the definition of, the need for and problems associated with fixed assets. Cost, risks, and alternatives to ownership are also presented. There is a discussion of evaluating factors in the acquisition decision.

Classification/Description

Ordering Number/Information

Understanding Costs

BB-1007

Contains a discussion of fixed and variable costs; relationships among sales, fixed costs, variable costs, and profit; breakeven point; effects of cost increases; estimates of sales and profits; and the contribution concept.

Cost Control

BB-1008

Contains discussion of excessive costs, cost comparisons, evaluation and analysis of cost data in decision making. Emphasizes good receiving procedures and regular cost review.

Marketing Strategy

BB-1009

Contains information on meeting market needs, identifying specific market, pricing, marketing channels, advertising, direct selling principles.

Retail Buying Function

BB-1010

Details techniques and practices for a profitable and well organized buying plan. Topics include: merchandise management, buying function, forecasting needs, open-to-buy, supplier selection, negotiation, and merchandise control.

Inventory Management - Wholesale/Retail

BB-1011

Shows importance of inventory management to business survival. Contains information on inventory control systems, sample inventory records, problems of overstock or short supply, inventory requirements, and systematic inventory replenishment.

Classification/Description

Ordering Number/Information

Retail Merchandise Management

BB-1012

Discusses the selection of merchandise based on its ability to show a satisfactory profit in terms of money invested and store space occupied. Topics covered are: selecting appropriate merchandise, tools for merchandise management, methods for determining inventory levels, calculating stockturn, managing sales function, and advertising.

Consumer Credit

BB-1013

Discusses ways a retail store can handle customer credit and collection. Covers credit cards, direct credit, business implications of granting credit, credit policy, evaluation of credit, avoiding losses, and collecting procedures.

Credit and Collections - Policy and Procedures

BB-1014

Discusses ways of developing sound practices in handling accounts receivable. Contains sections on credit in the economy, credit extensions, accounts receivable analysis for credit problems, aging receivables, collection problems, terms of sale, and bank and national credit card services.

Purchasing for Manufacturing Firms

BB-1015

Examines several concepts and procedures which lead to effective purchasing. Covers: purchasing objectives, procurement cycle, quantity and quality needs analysis, make-versus-buy, supplier selection, types of purchasing contracts, purchase orders, and receiving and inspection.

Inventory Management - Manufacturing/Service

BB-1016

Emphasizes importance of good inventory management. Contains types of inventories, purpose of inventory management, control systems, recordkeeping, excess inventory investment problems, identifying forecasting and maintaining suitable inventory levels.

Classification/Description

Ordering Number/Information

Inventory and Scheduling Techniques -  
Manufacturing

BB-1017

Examines several techniques which can help a small firm improve its inventory management and production scheduling. Covers costs and benefits of inventory control, estimating inventory carrying costs, ABC inventory classification, inventory control systems, inventory control tools, economic order quantity, production scheduling and work-in-process inventory, and scheduling charts.

Risk Management and Insurance

BB-1018

Contains purpose of risk management, definitions and terminology, liability coverage, life and health insurance, property insurance, special coverages, alternatives to commercial insurance, buying insurance, and claims settlement.

Managing Retail Salespeople

BB-1019

Contains information on salespeople and the stores sales-profit-image, supervising, productivity, recruiting and selecting, job descriptions, training, motivating, and evaluating.

Job Analysis, Job Specifications, and  
Job Descriptions

BB-1020

Shows how several specific instruments can help a small business person clarify employees' responsibilities, coordinate work, and determine fair compensation. Covers job analysis, job description, job specification, job evaluation and compensation, and job orientation.

Recruiting and Selecting Employees

BB-1021

Looks at methods of seeking out and hiring competent employees. Topics include: methods of recruiting, screening and selecting, complying with EEO laws, conducting effective interviews, checking references.



Classification/Description

Ordering Number/Information

Training and Developing Employees

BB-1022

Examines ways to help employees become more effective. Topics covered are: the training cycle, knowledge/skill profiles, performance problems, developing a training plan, training methods, conducting training, evaluating training results, motivating employees to learn, employee development.

Employee Relations and Personnel Policies

BB-1023

Examines elements of a sound employee relations program. Contains administrative personnel procedures, supervisory practices, effective delegation, positive discipline, grievance handling, communications in personnel, and the government relations.

E. OTHER SBA TRAINING PACKAGES

These materials are focused on special skills or training for specific industries of groups. Some are multimedia.

Classification/Description

Ordering Number/Information

Focus on Survival. (multimedia) video tapes, teacher's guide, participant's workbook

Helps the business owner analyze where they are, where they want to be and determine how to get there. Uses video case of Janet's Style Shop to focus on mission statement, business plan, financial health, growth, budgeting and follow through to action.

Particularly useful for women's programs.

Classification/Description

Ordering Number/Information

Export Training Program. (multimedia) six 20 minute Super 8 Fairchild Cassettes, participant workbook.

The central theme of the tapes and workbook centers around "Ten Steps to Successful Exporting." These steps represent one view of the various processes and procedures which might be undertaken by the small business manufacturer who is considering getting involved in exporting for the first time or expanding current overseas sales. A core case example of a small New York State manufacturer, Electronic Navigation Industries, Inc., serves to illustrate how one manufacturer utilized these "ten steps" and developed an "export team" of local export professionals which assisted it in successfully developing its export marketing and financing plan.

Forecasting Profits and Cash Flow. (multimedia) 1977.

A two film package (That's Business - first edition) with accompanying student workbooks and teacher's manual. Clarifies the frequently misunderstood concepts of gross profit, pre-tax profit, net profit and overhead. Illustrates the differences between profit and cash. Shows how to project future profits and cash flow.

Business Management for Independent Truck Owner-Operators. 1981.

Instructor's guide. Participant's workbook. Overhead transparencies. Videotape for training the trainers.

Covers what to do about owner-operator failure factors, how to determine the real cost of doing business, sample recordkeeping system, trip profitability analysis, marketing for independents and lease operators, financial management and sources of assistance.

Classification/Description

Ordering Number/Information

The Business of Art and the Artist.

Designed to provide artists with tools and information needed to establish responsible business practices. Major areas covered includes: Planning (goal setting, marketing-galleries, agents, the alternative employment using art skills, business structure), Operating (recordkeeping, health hazards, insurance, portfolios, promotion, and marketing-pricing, outlets), Protecting legal rights (contracts, copyrights, state laws effecting artists, estate planning), Obtaining assistance (government funding, private funding, technical assistance, and management assistance). Contains conference manual, instructor's guide with seminar models, participant guides, and videotape.

A participants' book, The Business of Art by Lee Evan Caplin, published by Prentice Hall can be purchased from the National Endowment For The Arts, 2401 E Street, N.W., Washington, D.C., 20506, and most major bookstores. \$9.95

Black Entrepreneurship Program.

Curriculum contains ten 3-hour sessions. Emphasizes hands-on experience. Topics include development and use of business plan and marketing, development of financial statements, market and site selection, legal forms of organization, basic accounting and record keeping, financial analysis, startup and operating expenses, and projecting income.

Small Business Administration  
Miami District Office  
2222 Ponce De Leon Blvd.  
5th Floor  
Coral Gables, FL 33134  
(305) 350-5521

F. Training Films, Fairchild Cassettes, and Videotapes.

To borrow films a co-sponsor must place an order through their local SBA Management Assistance Officer. Orders cannot be sent directly to the Film Library.

Some SBA films are available for purchase. For price, availability and ordering instructions contact:

The National Audiovisual Center (NAC)  
ATTN. Order Section  
Washington, D.C. 20040  
(301) 763-1896.

Some of the older films, dating back to the sixties are designated as "Golden Oldies." Each carries a message that is still pertinent and clear, but the style may prompt reminiscing. You find that a film of this nature will be identified as a (Golden Oldie).

To obtain films from the IRS, call your local office and ask for the Public Affairs Office.

To obtain films from the Department of Commerce, write to:

Office of Public Affairs (IRA)  
Dept. of Commerce, Room 4805  
Washington, D.C. 20030  
(202) 377-3808.

Start-Up Business Films

Classification/Description

Ordering Number/Information

Are You An Entrepreneur? Film. 18 min. 1983.

#1257

Directed toward potential business owners, this film explores three basic questions: (1) What is an entrepreneur? (2) What is the entrepreneur's role in starting a business? (3) What personal qualities are usually found in successful entrepreneurs?

What's The Best Business For You? Film. 16 min. 1983.

#1258

This film provides tools with which a would-be business owner can assess the idea of going into business. These include personal considerations and the growth, income and market share potential of the business which must be taken into account.

Planning A New Business. Film. 28 min. 1977.

#1258

The personal qualities, kinds of planning and various sources of assistance and advice necessary for starting a new business are discussed by more than a dozen business and professional people who include bankers, attorneys and site consultants. Many sources of assistance available to the small business planner are indicated.

Selecting The Right Location. Film. 17 min. 1974.

#1225

Using the experience of a young person planning to open a clothing store, the film dramatizes the importance of the right location. It outlines some of the essential factors which should be considered in making a site selection study.

Classification/Description

Ordering Number/Information

The Business Plan. Film. 14 min. 1972.

#1236

The need for, and the elements of, a business plan as a management tool for successful business operation are shown. An appliance store owner's business is declining because he does not plan ahead. A writer, after two years of small business training, plans to open an automobile service shop. He tells why his business plan is important. His enthusiasm, his good reasons for planning, and his factual presentation of the business plan convince the appliance store owner of his own need for planning.

Basic Small Business Management Films

Classification/Description

Ordering Number/Information

Credit and Collection: Taking Charge. Film, 15 min., 1981.

#1248

#1248B (1983) Spanish language Version

Offering credit can help a business make money or lose it. Business owners and staff members of wholesale, retail, and service-oriented organizations now have the opportunity to hear the advice of business managers who are successfully using credit in their operations. Also included is commentary from bank officials and credit experts, as well as discussion of the advantages and disadvantages of extending credit.

The Time Of Your Life. Film. 28 min. 1968.

#1234

Gives the basic principles of good time management. It presents ideas (1) on how to become a better decision-maker about the use of time, (2) on how to develop some intuitive skills about time use. "Time Management," as taught in this film, is a different concept than that taught in traditional time management seminars. The film shows how to become more flexible and relaxed, by outlining some very useful tools to help with the effective use of time.

Classification/Description

Ordering Number/Information

Beat The Odds. Film. 20 min. 1980.

#1247

A general film showing a variety of effective techniques for managing a small business.

Where You Are: Where You Are Going. Film.  
15 min. 1980.

#1245

The central role and impact of accurate records on every small business are examined in this film.

Events at Putnam's Crossing. Film. 21 min. 1983.

#1254

Film graphically demonstrates the nature and seriousness of product liability, and how its effects may be diminished by business owners.

Taking Care of Business. Film. 23 min. 1984.

#1255

An IRS/SBA production. Federal tax responsibilities of small businessowners including organizing business for tax purposes, record-keeping, accounting methods, filing of business tax returns and payment of employment taxes are explained in this new film.

Anything Is Possible With Training. Film.  
13:30 min. 1970.

#1219

Convinces a potential women restaurateur that employee training is essential to business success; examples used are training programs for a telephone answering service, a boat yard and a newspaper office. (Golden Oldie)

The Man Or Woman For The Job. Film. 14 min.  
1969.

#1220

Points out the importance of effective recruitment and selection procedures through the experiences of a small print show owner who learned the hard way that such procedures are necessary. Brief vignettes of other types of business reflect various sources of employees. (Golden Oldie)

Classification/Description

Ordering Number/Information

Knowing Where You Stand. Film. 15 min. 1979.

#1244

Features five different types of small retailers and their employees who tell why an inventory system is crucial to turning higher profits and better use of scarce dollars. Different systems are presented and the viewer learns that effective inventory management shows retailers how to buy: (1) the right merchandise, (2) at the right price, (3) in the right quantity, (4) at the right time, and (5) have it displayed in the right location. The viewer also learns that it provides resources for expansion.

Marketing For Profit. Film. 18 min. 1977.

#1235

Dramatizes the importance and relationship of marketing to the total business plan and the firm's profit goal. Identifies five vital elements of marketing; product, place, price; people, and promotion. Coordinating and directing these elements is the marketing plan. Each of the elements and the plan are discussed and illustrated in turn.

The Professional. Film. 30 min. 1973.

#1224

Dramatically builds pride in the job of salespersons and shows them what they must do to be truly professional in their field. Van Johnson and Forrest Tucker team up in this moving story of a salesperson searching for the principles that will put him at the top of the selling profession. The sales person in the film discovers those principles - and masters the key concepts of truly effective selling.

You And Your Customers. Film. 14 min. 1970.

#1212

Dramatically portrays "customer relations" situations common to small retailers. Film is scripted to stimulate audience participation stopping it for discussion of alternative approaches to customer service. (Golden Oldie)

## Marketing and Sales Films

### Classification/Description

### Ordering Number/Information

The Advertising Question. Film. 13:50 min. 1967.

#1200

Focuses on aims and techniques of advertising, as taught by a newspaper sales representative to a new drug store owner who hopes to get by without much advertising. (Golden Oldie)

The Calendar Game. Film. 13:30 min. 1967.

#1201

Emphasizes need of retail/service businesses for advertising and promotion, how to aim both at target buyers, selection of alternative media, budgeting, timing. (Golden Oldie)

Variations On A Theme. Film. 13:15 min. 1967.

#1203

Goes through preparation stages for 25th Anniversary Sale in a women's ready-to-wear shop. Need is explained for one theme to unite all promotional/advertising activities. (Golden Oldie)

You And Your Customers. Film. 14 min. 1970.

#1212

Dramatically portrays "customer relations" situations common to small retailers. Film is scripted to stimulate audience participation stopping it for discussion of alternative approaches to customer service. (Golden Oldie)

The Follow Up. Film. 13 min., 1967.

#1202

Deals with sales promotion and marketing in business. Shows the value of following up on advertisements and promotional campaigns.



## Financial Management Films

### Classification/Description

### Ordering Number/Information

The Language Of Business. Film. 14:50 min.  
1969.

#1222

The story line is drawn from the dramatic situation of a fairly successful small businessperson who is pondering a big decision: play it safe, going along as now doing with one radio/TV retail and service shop, or to take the risk of opening a second store in a new shopping center. Faced with making this decision, the firm's owner checks the firm's records for help, but finds them confusing. Inability to interpret the facts and information frustrates the owner to the point of making a late-night call for help to an accountant. Together, they analyze the records. The accountant points out problems and areas in need of adjustment, drawing upon experiences with other businesspersons to illustrate danger areas. Bit by bit, a new respect for records develops as the owner realized their value in managing the business. (Golden Oldie)

The Heartbeat Of Business. Film. 14 min.  
1971.

#1213

Dramatizes good and bad examples of financial management. Flashback technique is used by heart attack victim (a building supply owner with financial problems) and his hospital visitor, a successful home repair business owner. Shows need for financial management training. (Golden Oldie)

That's Business. Film. (First Edition) 1978.  
Parts I and II. (30 min. each) Sent as a Unit.

#1236

This is the original package of the Dr. John Welsh, Mr. Jerry White films which precedes the expanded package following this listing. One film deals with "Forecasting Profit"; the other handles "Cash Flow". In both, a young company copes with production, marketing and financial problems. These films should be used for new or prospective small businesses.

Classification/Description

Ordering Number/Information

I. "Forecasting Profit". 30 min.

Clarifies frequently misunderstood concepts of gross profit, pre-tax profit, net profit and overhead. Explains how to calculate and forecast profit by "matching" revenues with expenses.

II. "Cash Flow". 30 min.

This illustrates the differences between cash flow and profit. Also explains the significant differences between accrual and cash basis accounting; shows how to calculate future cash needs to avoid undercapitalization.

THAT'S BUSINESS. Film. (Second Edition)  
1983.

#1259

Parts I and II. (30 min. each) Sent as a unit.

These two films, "Profit Forecasting" and "Cash Flow Forecasting" are revisions of the First Edition. John and Jerry work with the same small business five years later when the business is established and its volume has increased. These films should be used with established businesses or as a lead-in for the following four films (#1250-1253). (Be sure to specify "SECOND EDITION" when ordering these two films.)

This series of business training films picks up where the original two stopped. Jerry and John work with the same small business five years later, solving the problems which come with growth and expansion. These films are proven management tools whether used singly, or in their entirety as a comprehensive financial management training package. The next four titles provide detailed descriptions of this series.

Accounts Receivable. Film. 34 min.

#1250

This program clarifies the relationship of accounts receivable to cash flow and profit. It illustrates the effects of accounts receivable on cash in the bank. Teaches viewers to identify and control this critical management area.

## OTHER THAT'S BUSINESS FILMS

<u>Classification/Description</u>	<u>Ordering Number/Information</u>
<p><u>The Accounting Process.</u> Film. 27 min.</p> <p>Program explains to a manager how the accounting system works. It shows how a journal and ledger provide answers to management questions; why the double entry system exists; how the system built in a mechanism to check errors.</p>	#1251
<p><u>The Balance Sheet.</u> Film. 21 min.</p> <p>Explains the balance sheet, and income and cash flow statements in financial terms. Explains need and purpose of journal and ledger entries.</p>	#1252
<p><u>Financial Growth.</u> Film. 33 min.</p> <p>Growth consumes cash. The relationship of growth in sales to profit and cash flow is made clear. How to determine what growth rate a business can prudently sustain, and how not to go broke while being successful is explained.</p>	#1253
<p><u>Time Bomb.</u> Film. 9 min. 1983.</p> <p>This film deals with computer security. It tells the story of a computer operation which suffers a series of disasters because its security system was either inadequately developed or not enforced. Timely. Well worth showing. Purchased from IRS.</p>	#1256
<p><u>Hot Cards (fraud and theft).</u> Film. 22 min. 1977.</p> <p>Demonstrates procedures small business owners should follow to avoid being victimized by fraud and theft, mainly through credit card deceptions.</p>	#1240
<p><u>Inside Story (pilferage).</u> Film. 15 min. 1969.</p> <p>Illustrates preventive measures that can be taken to avoid pilferage. Owner of small manufacturing plant and security guard find how long-time employee pilfered for years. (Golden Oldie)</p>	#1206

## Crime Prevention Films

### Classification/Description

### Ordering Number/Information

The Paperhanger (bad checks). Film. 31 min.  
1968.

#1208

Explores the country's most expensive, popular crime: check fraud. Details how "paperhangers" (police jargon for bad check passers) can be stopped by efficient check-cashing procedures. Two former "paperhangers" tell the most common errors made by business people & show the most successful techniques used for passing bad checks. (Golden Oldie)

Plant Pilferage. Film. 32 min. 1967.

#1209

Show that prevention, not criminal arrest, is the most effective defense against industrial pilferage, which reduces business profits by over 1 billion dollars yearly. A management group touring a plant gives an 8-part pilferage prevention program. (Golden Oldie)

Rip Off (burglary). Film. 22 min. 1978.

#1243

Presents a program whereby small retailers can help prevent breaking & entering and burglary, through "the 4 D-s of burglary deterrence". Camera, liquor store owners & others, learn effective security techniques (e.g., window clearance, storage practices & more). Henry Fonda narrates.

The Shoplifter. Film. 20 min. 1967.

#1210

Shows amateur & professional shoplifting techniques, using a convicted shoplifter (1) to demonstrate his skills under actual conditions and (2) to show how alert employees could have prevented thefts. (Golden Oldie)

Sticky Fingers (shoplifting). Film. 22 min. 1978.

#1242

Shows typical shoplifting techniques used against small retailers and suggests how to counter them. Mike Connors narrates.

Classification/Description

Ordering Number/Information

Short Changed. Film. 28 min. 1978.

#1241

Demonstrates "shortchanging" techniques and how to prevent being "taken."

They're Out To Get You (shoplifting). Film. 12:30 min. 1969.

#1211

Gives illustrated tips to small business owners on preventing shoplifting. Ralph Massey, from his jail cell, uses flashbacks to teach his cellmate the tricks of the trade and how alert entrepreneurs could have prevented thefts. (Golden Oldie)

Buglary Is Your Business. Film. 14 min. 1970.

#1205

Through an investigation by a police department detective following a burglary at a home furnishings/appliance store, points out security measures that retailers should take to prevent burglaries. (Golden Oldie)

It Can Happen To You. Film. 15 min., 1960.

#1207

Outlines the experience of a hardware store owner who cooperates with a police lieutenant to get the facts about a pilferage problem. The police lieutenant points out situations and procedures that encourage pilferage and shows how to remedy these matters. (Golden Oldie)

Other Special Categories

Classification/Description

Ordering Number/Information

E Is For Export. Film. 16 min. 1978.

#1237

Explains how a small business exporter utilized the export services of various Federal agencies and the private sector to successfully sell overseas. For use in international trade training and counseling programs.

Classification/Description

Ordering Number/Information

Pack Your Own Chute. Film. 25 min. 1978.

#1239

Shows that personal fears can be overcome through self-confidence. Particularly useful in women's programs.

The Habit Of Winning. Film. 28 min. 1978.

#1217

Jerry Kramer, the all-pro guard of the Green Bay Packers, discusses with six of his former team mates (all now successful businesspeople) the Lombardi philosophy of winning and its applications to business situations. During the discussions and Kramer's summing up, answers are provided to such questions as: Is winning important? What makes a winner? Does the will to win endure? Is winning a habit? The Lombardi philosophy states that "running a football team is no different from running any other kind of organization - an army, a political party, a business. The objective is to win - fairly, squarely, decently, by the rules - but to win." Kramer's former team mates cite examples of how the "habit of winning" applies to their business operations.

Very Enterprising Women. Film. 15 min., 1980.

#1246

The chances of any new business surviving more than five years is one in four. With these dismal odds, the film shows us five examples of women who have started their own businesses and succeeded. The examples cited involve a variety of businesses: truck farming, market research, and a typography shop. Through interviews, these women stress what is needed to make it in the business world: energy, determination, imagination, flexibility, planning, talent, commitment, and most of all—hard work.

SBA FIELD OFFICES  
ADDRESSES AND COMMERCIAL TELEPHONE NUMBERS  
JUNE 1984

REGION	CITY	STATE	ZIP CODE	ADDRESS	COMMERCIAL TELEPHONE NUMBERS FOR PUBLIC USE ONLY	
I	RO	Boston	MA	02110	60 Battery March Street, 10th Floor	(617) 223-3204
	DO	Boston	MA	02114	150 Causeway St., 10th Floor	(617) 223-3224
	BO	Springfield	MA	01103	1550 Main Street	(413) 785-0268
	DO	Augusta	ME	04330	40 Western Avenue, Room 512	(207) 622-8378
	DO	Concord	NH	03301	55 Pleasant Street, Room 211	(603) 224-4041
	DO	Hartford	CT	06106	One Hartford Square West	(203) 722-3600
	DO	Montpelier	VT	05602	87 State Street, Room 204	(802) 229-0538
	DO	Providence	RI	02903	380 Westminster Mall	(401) 351-7500
II	RO	New York	NY	10278	26 Federal Plaza, Room 29-118	(212) 264-7772
	DO	New York	NY	10278	26 Federal Plaza, Room 3100	(212) 264-4355
	BO	Melville	NY	11747	35 Pinelawn Road, Room 102E	(516) 454-0750
	DO	Hato Rey	PR	00919	Carlos Chardon Avenue, Room 691	(809) 753-4002
	POD	St. Croix	VI	00820	4A La Grande Princesse	(809) 773-3480
	POD	St. Thomas	VI	00801	Veterans Drive, Room 283	(809) 774-8530
	DO	Newark	NJ	07102	60 Park Place, 4th Floor	(201) 645-2434
	POD	Camden	NJ	08104	1800 East Davis Street, Room 110	(609) 757-5183
	DO	Syracuse	NY	13260	100 South Clinton Street, Room 1071	(315) 423-5383
	BO	Buffalo	NY	14202	111 West Huron Street, Room 1311	(716) 846-4301
	BO	Elmira	NY	14901	333 East Water Street	(607) 733-4686
	POD	Albany	NY	12207	445 Broadway-Room 236B	(518) 472-6300
POD	Rochester	NY	14614	100 State Street, Room 601	(716) 263-6700	
III	RO	Philadelphia	PA	19004	231 St. Asaphs Rd., Suite 640	(215) 596-5889
	DO	Philadelphia	PA	19004	231 St. Asaphs Rd., Suite 400	(215) 596-5889
	BO	Harrisburg	PA	17101	100 Chestnut Street, Suite 309	(717) 782-3840
	BO	Wilkes-Barre	PA	18701	20 North Pennsylvania Avenue	(717) 826-6497
	DO	Wilmington	DE	19801	844 King Street, Room 5207	(302) 573-6294
	DO	Clarksburg	WV	26301	109 North 3rd St., Room 302	(304) 623-5631
	BO	Charleston	WV	25301	628 Charleston National Plaza	(304) 347-5220
	DO	Pittsburgh	PA	15222	960 Penn Avenue, 5th Floor	(412) 644-2780
	DO	Richmond	VA	23240	400 North 8th Street, Room 3015	(804) 771-2617
	DO	Towson	MD	21204	8600 LaSalle Road, Room 630	(301) 962-4392
DO	Washington	DC	20036	1111 18th Street, N. W. 6th Floor	(202) 634-4950	
IV	RO	Atlanta	GA	30367	1375 Peachtree St., N.E., 5th Floor	(404) 881-4999
	DQ	Atlanta	GA	30309	1720 Peachtree Road, N.W., 6th Floor	(404) 881-4749
	POD	Statesboro	GA	30458	52 North Main Street, Room 225	(912) 489-8719
	DO	Birmingham	AL	35205	908 South 20th St., Room 202	(205) 254-1344
	DO	Charlotte	NC	28202	230 S. Tryon Street, Room 700	(704) 371-6563
	POD	Greenville	NC	27834	215 South Evans Street, Room 102E	(919) 752-3798
	DO	Columbia	SC	29202	1835 Assembly, 3rd Floor	(803) 765-5376
	DO	Jackson	MS	39269	100 West Capitol Street, Suite 322	(601) 960-4378
	BO	Biloxi	MS	39530	111 Fred Haise Blvd., 2nd Floor	(601) 435-3676
	DO	Jacksonville	FL	32202	400 West Bay Street, Room 261	(904) 791-3782
	DO	Louisville	KY	40201	600 Federal Place, Room 188	(502) 582-5971
	DO	Miami	FL	33134	2222 Ronce De Leon Boulevard, 5th Floor	(305) 350-5521
	POD	Tampa	FL	33602	700 Twiggs Street, Room 607	(813) 228-2594
	POD	West Palm Beach	FL	33407	3550 45th Street, Suite 6	(305) 689-2223
DO	Nashville	TN	37219	404 James Robertson Parkway, Suite 1012	(615) 251-5881	
V	RO	Chicago	IL	60604	219 South Dearborn Street, Room 838	(312) 353-0359
	DO	Chicago	IL	60604	219 South Dearborn Street, Room 437	(312) 353-4528
	DO	Cleveland	OH	44199	1240 East 9th Street, Room 317	(216) 552-4180
	DO	Columbus	OH	43215	85 Marconi Boulevard	(614) 469-6860
	BO	Cincinnati	OH	45202	550 Main Street, Room 5028	(513) 684-2814
	DO	Detroit	MI	48226	477 Michigan Avenue, Room 515	(313) 226-6075
	BO	Marquette	MI	49885	220 West Washington Street, Room 310	(906) 225-1108
	DO	Indianapolis	IN	46204	575 North Pennsylvania Street, Room 578	(317) 269-7272
	DO	South Bend	IN	46601	501 East Monroe Street, Room 160	(219) 232-8361
	DO	Madison	WI	53703	212 East Washington Ave., Room 213	(608) 264-5261
	POD	Eau Claire	WI	54701	500 South Barstow Street, Room 17	(715) 834-9012
	BO	Milwaukee	WI	53203	310 West Wisconsin Ave., Room 400	(414) 291-3941
	DO	Minneapolis	MN	55403	100 North 6th Street, Suite 610	(612) 349-3550
	BO	Springfield	IL	62701	Four North, Old State Capital Plaza	(217) 492-4416

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COMMERCIAL TELEPHONE  
NUMBER FOR PUBLIC  
USE ONLY

REGION	CITY	STATE	ZIP CODE	ADDRESS	
RO	Dallas	TX	75235	8625 King George Drive, Bldg. C	(214) 767-7643
DO	Dallas	TX	75242	1100 Commerce Street, Room 3C36	(214) 767-0605
POD	Marshall	TX	75670	100 South Washington Street, Room G-12	(214) 935-5257
DO	El Paso	TX	79902	4100 Rio Bravo, Suite 300	(915) 543-7586
BO	Ft. Worth	TX	76102	221 West Lancaster Ave., Room 1007	(817) 334-5463
DO	Albuquerque	NM	87100	5000 Marble Avenue, N. E., Room 320	(505) 766-3430
DO	Harlingen	TX	78550	222 East Van Buren Street, Room 500	(512) 423-8934
BO	Corpus Christi	TX	78408	400 Mann Street, Suite 403	(512) 888-3331
DO	Houston	TX	77054	2525 Murworth, Room 112	(713) 660-4401
VI	Little Rock	AR	72201	320 West Capitol Avenue, Room 601	(501) 378-5871
DO	Lubbock	TX	79401	1611 Tenth Street, Suite 200	(806) 762-7466
DO	New Orleans	LA	70112	1661 Canal Street Suite 2000	(504) 589-6685
POD	Shreveport	LA	71101	500 Fannin Street, Room 6B14	(318) 226-5196
DO	Oklahoma City	OK	73102	200 N. W. 5th Street, Suite 670	(405) 231-4301
DO	San Antonio	TX	78206	727 East Durango Street, Room A-513	(512) 229-6250
POD	Austin	TX	78701	300 East 8th Street, Room 780	(512) 482-5288
RO	Kansas City	MO	64106	911 Walnut Street, 13rd Floor	(816) 374-5288
DO	Kansas City	MO	64106	818 Grande Avenue	(816) 374-3419
BO	Springfield	MO	65803	309 North Jefferson, Room 150	(417) 864-7670
DO	Cedar Rapids	IA	52402	373 Collins Road N.E.	(319) 399-2571
VII	Des Moines	IA	50309	210 Walnut St., Room 749	(515) 284-4422
DO	Omaha	NE	68102	300 South 19th Street	(402) 221-4691
DO	St. Louis	MO	63101	815 Olive Street, Room 242	(314) 425-6600
POD	Cape Girardeau	MO	63701	339 Briardway, Room 140	(314) 335-6039
DO	Wichita	KS	67202	110 East Waterman Street	(316) 269-6571
RO	Denver	CO	80202	1405 Curtis Street, 22nd Floor	(303) 844-5441
DO	Denver	CO	80202	721 19th Street, Room 407	(303) 844-2607
DO	Casper	WY	82602	100 East B Street, Room 4001	(307) 261-5761
VIII	Fargo	ND	58108	657 2nd Avenue, North, Room 218	(701) 237-5771
DO	Helena	MT	59626	301 South Park, Room 528	(406) 449-5381
POD	Billings	MT	59101	2601 First Avenue North, Room 216	(406) 657-6047
DO	Salt Lake City	UT	84138	125 South State Street, Room 2237	(314) 524-5800
DO	Sioux Falls	SD	57102	101 South Main Avenue Suite 101	(605) 336-2980
RO	San Francisco	CA	94102	450 Golden Gate Avenue, Room 15307	(415) 556-7487
DO	San Francisco	CA	94105	211 Main Street, 4th Floor	(415) 556-0642
DO	Fresno	CA	93721	2202 Monterey Street, Room 108	(209) 487-5189
BO	Sacramento	CA	95814	660 J Street, Room 215	(916) 440-4461
DO	Las Vegas	NV	89125	301 East Stewart Street	(702) 385-6611
IX	Reno	NV	89505	50 S. Virginia Street, Room 238	(702) 784-5268
DO	Honolulu	HI	96850	300 Ala Moana, Room 2213	(808) 546-8950
BO	Agana	Guam	96910	Pacific Daily News Bldg., Room 508	(671) 472-7277
DO	Los Angeles	CA	90071	350 S. Figueroa Street, 6th Floor	(213) 688-2956
BO	Santa Ana	CA	92701	2700 North Main Street, Room 400	(714) 836-2494
DO	Phoenix	AZ	85012	3030 North Central Avenue, Suite 1201	(602) 241-2200
POD	Tucson	AZ	85701	301 West Congress Street, Room 3V	(602) 629-6715
DO	San Diego	CA	85701	880 Front Street, Room 4-S-29	(619) 293-5540
POD	San Jose	CA	95113	111 West St. John Street, Room 424	(408) 275-7584
RO	Seattle	WA	98121	2615 4th Avenue, Room 440	(206) 442-5676
DO	Seattle	WA	98174	915 Second Avenue, Room 1792	(206) 442-5534
DO	Anchorage	AK	99501	701 C Street, Room 1068	(907) 271-4022
X	Fairbanks	AK	99701	101 12th Avenue	(907) 452-0211
DO	Boise	ID	83701	1005 Main St., 2nd Floor	(208) 334-1696
DO	Portland	OR	97204	1220 S. W. Third Avenue, Room 676	(503) 221-5221
DO	Spokane	WA	99210	W920 Riverside Avenue, Room 651	(509) 456-5310

DISASTER AREA OFFICES (DAO)

DAO 1	Fair Lawn	NJ	07410	15-01 Broadway	(201) 794-8195
DAO 2	Atlanta	GA	30303	75 Spring Street, S.W., Suite 822	(404) 221-5822
DAO 3	Grande Prairie	TX	75051	2306 Oak Lane, Suite 110	(214) 767-7571
DAO 4	Sacramento	CA	95825	77 Cadillac Dr., Suite 158	(916) 440-3651

REGIONAL OFFICE (RO)      DISTRICT OFFICE (DO)      BRANCH OFFICE (BO)      POST-OF-DUTY (POD)

SBA Form 348 (06-84) Previous Editions are Obsolete



## SECTION II. OTHER COMPREHENSIVE TRAINING MATERIALS

In this section you will find descriptions and ordering details for comprehensive entrepreneurship/small business management training materials which are available from sources other than the SBA. The materials are listed separately in order to avoid unnecessary repetition throughout the directory. Each curriculum includes modules covering the whole spectrum of small business management functions. The title of a given unit will appear under an appropriate topical area in the directory if the individual unit can be purchased separately (i.e. PACE and the Canadian materials). However, you will be referred back to this section for details and ordering information for a single unit.

## Program Acquiring Competence In Entrepreneurship

### PACE

PACE is an 18 module, competency based and individualized entrepreneurship training program. PACE is designed by levels, which are:

Level 1 - (7th grade reading level) - one hour of instruction time for each of the 18 units of study. The group project activity is a fund-raising project. This level is suggested for use by vocational education, career education or entry level entrepreneurship. Contains coverage of 80 competencies.

Level 2 - (9th grade reading level) - two hours of instruction for each of the 18 units of study. Individual or group development of plans for a local business -- the process of "creating" on paper without real risks. Contains coverage of 84 competencies. Recommended for advanced vocational, two-year colleges or adult education.

Level 3 - (10th grade reading level) - three hours of instruction for each of the 18 topic areas. Contains coverage of 75 competencies recommended for college or adult level training programs for entrepreneurs.

The individual modules are:

- Unit 1. Understanding the Nature of Small Business.
- Unit 2. Determining Your Potential as an Entrepreneur.
- Unit 3. Developing the Business Plan.
- Unit 4. Obtaining Technical Assistance.
- Unit 5. Choosing the Type of Ownership.
- Unit 6. Planning the Marketing Strategy.
- Unit 7. Locating the Business.
- Unit 8. Financing the Business.

- Unit 9. Dealing with Legal Issues.
- Unit 10. Complying with Government Regulations.
- Unit 11. Managing the Business.
- Unit 12. Managing Human Resources.
- Unit 13. Promoting the Business.
- Unit 14. Managing Sales Efforts.
- Unit 15. Keeping the Business Records.
- Unit 16. Managing the Finances.
- Unit 17. Managing Customer Credit and Collections.
- Unit 18. Protecting the Business.

The PACE materials can be ordered as a complete set (all three levels -- 18 topical units per level = 54 units; an instructor's guide for each level = 3 instructor's guides) for \$120.

PACE can be ordered by a single level (18 units of study and one instructor's guide) for \$45.

PACE can also be ordered by individual topics and levels at \$2.50 per topic.

A single order for an instructor's guide for a level is \$14.50.

A resource guide is available (same for all levels) at \$7.95.

For complete details on materials and ordering options write to:

The National Center for Research in Vocational Education  
National Center Publications  
Box P  
1960 Kenney Road  
Columbus, Ohio 43210.  
800-848-4815

In this Directory you will see individual topics listed under their appropriate area. Ordering references and details will refer you back to this section.

**Achieving Success In Small Business:**  
**An Educational Program for New Small Business Owner-Managers**

Reece, Barry R.; Lynch, Richard L.; et.al. Blacksburg, VA: Division  
of Vocational and Technical Education, Virginia Polytechnic Insti-  
tute and State University, 1977.

These materials consist of twelve self-study, self-paced instructional modules designed to develop basic management skills for owner-managers of newly-created small retail, wholesale, or service business firms. Each module is organized into five elements: (1) cover page describes the content in concise terms; (2) audio tape (presents a preview of major concepts described within the modules; (3) printed material; (4) learning activities; (5) preferred readings (sources for additional information relative to the major topic covered in the module).

**The topics are:**

1. Success in Small Business: Luck or Pluck
2. Determining Capital Needs Estimating Your Business Potential
3. Creating An Effective Business Image
4. Developing Your Sales Promotion Plan
5. Developing Ads That Produce Results
6. Improving Profits Through Effective Management
7. Improving Employee Selection, Training, and Supervision
8. Merchandising: The Key To Greater Profits
9. Business Records
10. Good Medicine Tastes Bad
11. Assessing the Health of Your Business
12. Protection for You and Your Business

**Ordering Information:**

Wisconsin Vocational Studies Center  
964 Educational Sciences Bldg.  
1025 W. Johnson Street  
Madison, Wisconsin 53706  
Cost \$75.00

## Preparing for Entrepreneurship

Rowe, Kenneth L. and Hutt, Rodger W., Tempe Arizona,  
Arizona State University, College of Business Administration,  
1979.

This 13 unit instructional guide may be used as a primary or supplemental resource for a one semester course. The material was prepared for the secondary level, but is appropriate for adults and post-secondary.

The following items are provided for each unit: objectives, handouts which contain necessary background information and content, questions for discussion, transparency masters, and student activities. The thirteen (13) units are:

1. Introduction to entrepreneurship and self-assessment
2. Selection of effective legal form of business organization
3. Selection of effective specialized assistance
4. Financing the small business
5. Selecting a location
6. Building, equipment and layout
7. Operating permits, licenses and tax regulations
8. Personnel management for the entrepreneur
9. Building a flexible advertising plan
10. Determining price and credit policies
11. Inventory and supplies
12. Understanding a basic accounting system
13. Selection of effective protective steps

Ordering information:

Arizona State Department of Education  
Division of Vocational Education  
Phoenix, Arizona

**Small Business Ownership, Management, Entrepreneurship:**  
**A Model for Vocational Education Program Development Entrepreneurship**

Little Rock, Arkansas, Arkansas, State Department of Education, Technical and Adult Education, 1978.

This module guide for instruction was developed primarily for use with adults. Each unit contains most of the following: Objectives, suggested activities, instructional materials, information sheets, assignment sheets, tests and answer sheets. The guide can be used as an instructional resource or by individual students as a self study.

The twelve topical units are:

1. Business Financing
2. Business Financial Planning
3. Business Outlook
4. Financial Records Management
5. Human Relations and Its Effect on Personal and Business Life
6. Insurance
7. Modern Marketing for Small Businesses
8. Paper Work Management
9. Personal and Family Financial Management
10. Personnel Management in Small Businesses
11. Property Management
12. Taxation and Tax Planning

Order through ERIC: See form in Attachment IA

Instructor's Guide - Ed-174-855

Hardcopy: \$61.65; Microfiche: \$1.97 (875 pages)

Report - Ed-164-966

Available in Microfiche only: \$.97

**FEDERAL BUSINESS DEVELOPMENT BANK OF CANADA -**  
**IN TOUCH WITH SMALL BUSINESS**  
**OWNER-MANAGER COURSES**

The Federal Business Development Bank of Canada has a series of courses for the owner/manager. The materials were published in collaboration with Provincial and Territorial Ministries and Department of Education.

There are twenty-three separate topics which can all be used independently or incorporated with other materials.

The topics which are listed below have complete descriptions in the appropriate section of this Directory. Each topic is a complete curriculum guide, including transparency materials and agendas:

- BA-1 Bookkeeping and An Introduction to Accounting
- BA-2 Internal Control
- FT-1 Fundamentals of Financial Management
- FT-3 Credit Collections
- FT-5 Inventory Management
- G-1 How to Start A Small Business
- G-2 The Basics of Small Computer Systems
- G-3 Purchasing
- HT-1 Marketing Practices For Your Tourist Operation
- HT-2 Financial Practices for Your Tourist Operation
- MG-1 Marketing For Small Businesses
- MG-2 Forecasting: Predicting Your Sales and Profits
- MG-3 Understanding Your Customer
- MG-4 Marketing Your Product
- MG-5 How To Advertise and Promote Profitability
- MT-1 Successful Small Business Management
- MT-2 Management By Objectives and Results

- MT-3 Communications and Interpersonal Relations**
- MT-4 People Management Tools and Techniques**
- MP-1 Manufacturing Planning and Control**
- RG-1 How To Operate A Successful Retail Store**
- SM-1 The ABC's of Selling**
- SV Training for First Line Supervisors.**

Each unit costs \$27 (Canadian). To order a curriculum guide write to:

**Management Services  
Federal Business Development Bank  
360 Jacques Street, Suite 1600  
Montreal, Quebec H2Y1P5 Canada  
(514) 283-4118**



## Entrepreneurship Education: Makes Sense — and Dollars

This is a resource notebook for vocational educators prepared for the U.S. Department of Education, Office of Vocational and Adult Education and U.S. Department of Commerce, Minority Business Development Agency.

The two resource notebooks (one for vocational educators and one for Minority Business Development Centers) are designed to be used as a "hands-on" resource for beginning or improving an entrepreneurship education/training program.

The directory provides:

- (1) A bibliography of resource materials (some of which are listed in directory;
- (2) descriptions of model programs;
- (3) list of State Vocational Education Directors;
- (4) list of Minority Business Development Centers (MBDC);
- (5) an overview of M.B.D.C.'s;
- (6) the special training needs of minority entrepreneurs;
- (7) examples of materials provided by the U.S. Small Business Administration.

School of Occupational and Adult Education  
College of Education  
Oklahoma State University  
1983

## Small Business Management Volume I: Instructor's Manual

An Adult Education Program. Persons, Edgar A., Swanson, Gordon I. Minnesota University, St. Paul, Department of Agricultural Education and Department of Vocational Education. May 1976.

This instructor's manual is intended to serve as a guide for establishing a small business management adult education program in the local community that will help small business entrepreneurs solve their business management problems and attain the goals they have established for their businesses and their families. (The program curriculum and practice problems are in separate volumes.) Contents of the guide are organized into eight chapters covering the following topics: (1) Philosophy and description of the program (a 3-year program including classroom instruction coupled with on-going at the business instructional visits), (2) responsibilities of the instructor, (3) utilization of advisory council, (4) implementing the program, (5) securing enrollment, (6) organization of the instructional program, (7) evaluation instruments for teacher and student, and (8) an annotated bibliography. A recruitment packet in Chapter 5 includes samples of illustrative materials that may be used to provide information when interviewing potential enrollees, along with a contact letter and agreement form. The annotated bibliography is designed to accompany the instructional units of the program and contains the materials listed as references and resources.

Ordering information - see ERIC, attachment 1A

Order #ED133570 08 hardcopy, \$7.35

#CE009651 microfiche, \$.83

Small Business Management Volume II: Business Analysis

An Adult Education Program. Persons, Edgar A., Swanson, Gordon I. Minnesota University, St. Paul, Department of Agricultural Education and Department of Vocational Education. May 1976.

A practice problem in year-end business analysis is presented to provide experience with a system of single-entry bookkeeping as part of a small business management adult education program. The problem simulates an entire business year and includes transactions involving general business revenues and expenses pertaining to most small retailing organizations. A standardized chart of accounts is included which is generally adaptable to computerization and can be applied to most double-entry accounting systems. Data forms are included to aid in compiling the necessary information for a complete business analysis. Complete, step-by-step instructions for filling in the data forms specify the exact input required for each line and column on the data forms. Documentation for the business analysis includes a line-by-line description of each item contained in the table of analysis. The data form number and specific line numbers are also included. Appendixes contain keys to the practice problem and data forms and an analysis and interpretation of the business problem.

Ordering information - see ERIC, attachment 1A

Order #ED133569 hardcopy, \$16.73 plus postage  
#CE009650 microfiche, \$.83

### Small Business Management Volume III: Curriculum

An Adult Education Program. Persons, Edgar A., Swanson, Gordon I. Minnesota University, St. Paul, Department of Agricultural Education and Department of Vocational Education. May 1976.

The small business management adult education program outlined in the curriculum guide is designed to help small business entrepreneurs solve their business management problems and attain the goals they have established for their businesses and their families. (An instructor's manual and practice problems are in separate volumes.) The three-year curriculum includes individual at-the-business instruction as an integral part of the teaching plan. The first year deals with the reasons for keeping records, what records to keep, and how to keep them easily and accurately. The second year covers the study and interpretation of the small business analysis. The third year utilizes the records and analyses of the previous years to make plans for future changes in the business, with more emphasis placed on work with individual families at their business and home and less on group instruction. Following an introductory section, the units of instruction (12 to 14 each year) are presented. Each unit contains the following parts: student objectives, transition of units (unifying themes), lesson (including key questions and teaching strategies), unit summary, at-the-business instruction, resources and equipment needed, list of references, and appendixes containing student handouts, worksheets, and/or transparency masters.

Ordering information - see ERIC, attachment 1A

Order #ED133568 08 hardcopy, \$24.77 plus postage  
#CE009649 microfiche costs \$.83

Owning and Operating a Small Business  
Strategies for Teaching Small Business Ownership and Management

Nelson, Robert E., and others, Illinois University, Urbana, IL, Department of Vocational and Technical Education. June 1976.

This guide was developed to aid the teacher in providing instruction in small business ownership and management for students at the secondary, adult, continuing education, or community college levels. This curriculum contains 14 units, each consisting of introduction, objectives, content, and suggested activities. Suggested activities include projects, group dynamics, simulations, role playing, case studies, and assignments. A number of special activities included in each unit are categorized according to the areas of creativity and innovation, coping with change and competition, achievement motivation, problem-solving and decision making, human relations ability, and developing a positive self-image. Most units contain at least one case study depicting a real-life business situation regarding the unit topic. Units are entitled: (1) The Nature of Small Business, (2) Determining Product and Market, (3) Selecting the Location, (4) Obtaining Initial Capital, (5) Choosing the Legal Form of Organization, (6) Managerial Planning, (7) Record-keeping, (8) Financial Management, (9) Credit and Collections, (10) Advertising and Sales Promotion, (11) Employee and Community Relations, (12) Obtaining Information and Assistance, (13) Insurance, and (14) The Future of Small Business.

Ordering information - see ERIC, attachment 1A

Order #ED133400 hardcopy, \$8.69 plus postage  
#CE007766 microfich, \$.83

## SECTION III. TOOLS BY TOPIC

### STARTING AND RUNNING A BUSINESS

#### Classification/Description

#### Ordering Information

#### Printed Materials

##### Be Your Own Boss. Access, Inc.

Curriculum to assist high school students in identifying entrepreneurship as a career option. It is organized into 5 modules of 1 or 2 lessons each which contain goals, instructional objectives, conceptual overview, and an evaluation description. Modules are: orientation to entrepreneurship, a career in business, it could be selecting a venture, the real world of business, business operations.

ACCESS Inc.  
4340 East-West Highway  
Ste. 906  
Bethesda, MD 20814  
(301) 656-8558 or  
(301) 656-2228  
Contact: Susan Krouner  
Available late Fall 1984

Business Management and Ownership. Lyon, Barbara Jean. Stillwater, OK: Oklahoma State Board of Vocational and Technical Education, 1982.

Complete guide to setting up and managing a small business. Topics are principles of economics, principles of management, personnel management, layout and security, fundamentals of merchandising, credit services, small business ownership.

Business Manager CINC  
State Department of Vocational  
and Technical Education  
1500 W. Seventh Avenue  
Stillwater, OK 74074  
toll free  
1-800-654-4502

#DE 1013 Teachers manual  
\$16.00  
#DE 3013 Student manual  
\$12.00  
#DE 6013 Competency profiles  
for a set of 25  
\$8.00  
#DE 8013 Transparencies set  
\$13.00

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Entrepreneurship Education (3 vol).

Scanlan, T.; Flexnan, N.; Horton, S.; Wrohey, R.; and Lettmayr, C. Springfield, IL: Illinois State Board of Education.

Volume I, Learning the Skills, contains 19 class sessions that stress personal entrepreneurial skills - decision making, innovation, planning and goal setting, and risk taking - and their integration with managerial and technical skills necessary for successful self-employment.

Volume II, Applying the Skills, guides students, with the help of community business leaders, through mini projects in four of the following areas: deciding on a product and market, selecting a location, obtaining capital, choosing a legal form of organization, keeping records, extending credit and collecting, advertising, handling employees and customers, and selecting insurance. Through these projects, students practice and observe small business skills and collect information on starting a business.

Volume III, Supplementary Readings, contains additional resources and readings designed for late secondary through adult levels.

#### ETC - Entrepreneurship Training Components

This is a series of modules designed to provide management, technical and decision making skills. The core module, Getting Down to Business, presents basic business skills which are needed in any small businesses. The individual units are described in the Specific Business Section (Section X).

Thomas J. Scanlon  
University of Illinois  
51 East Armory St.  
Champaign, IL 61820  
Cost recovery basis

The Vocational Studies Center  
University of Wisconsin-  
Madison  
964 Educational Sciences  
Bldg.  
1025 West Johnson St.  
Madison, WI 53706

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Small Business Course for Older Americans. 1983.

Course of instruction for older citizens who want to explore the possibilities of owning and/or operating their own successful small businesses. Includes Instructor's Guide and Student Handbook (looseleaf format) in three-ring binder. Topics include: the business plan, marketing, site location, advertising, financial management, management, legal aspects, insurance, taxes buying or starting a small business, and raising capital. A 45 hour course for post secondary or adult education audiences.

AACJC Publication Sales  
80 S. Early Street  
Alexandria, VA 22304  
(703) 823-6966  
\$35.00

#### Four Modules in Small Business. 1984.

Companion to the Small Business Course for Older Americans, includes Instructor's Guide and Student Handbook (looseleaf format) in three-ring binder. Four in-depth, stand-alone courses of instruction focusing on developing self-employment skills (e.g., business planning, breakeven analysis); developing ownership skills (success characteristics, decision-making skills); marketing management; and capital management. For post secondary or adult education audiences.

AACJC Publications Sales  
80 S. Early Street  
Alexandria, VA 22304  
(703) 823-6966  
\$35.00

#### How To Start A Small Business: Leader's Guide. 1981.

A practical course that has helped many entrepreneurs successfully start their own businesses. Key topics: Does government help or hinder? Do you have to start from scratch? Financial planning. What to buy and how to control it. Manage your staff for good results...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#G-1  
\$27.00 Canadian



## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### How to Write a Business Plan

A step-by-step guide to help managers with little background build a business plan to assess where the business is now, where it's going, and how to get there. Topics include: the need for a plan, financial concepts, setting goals, building the plan, organization structure, pulling the plan together, and the planning process.

American Management  
Associations  
Extension Institute  
135 West 50th Street  
New York, NY 10124-0019  
(212) 903-8040  
92025  
\$79.95 (members)  
\$89.95 (non-members)

#### Owning and Operating a Small Business.

Urbana-Champaign, IL, University of Illinois,  
Department of Vocational-Technical Education,  
Division of Business.

This curriculum guide contains 14 units designed to aid the teacher in providing instruction in small business ownership and management for students at the secondary, adult, continuing education or community college levels. Each unit consists of an introduction, objectives, content and suggested learning activities. Most units contain at least one case study.

Illinois State Board  
of Education  
100 North First Street  
Springfield, IL 62777

Units include: the nature of small business, determining product and market, selecting the location, obtaining initial capital, choosing the legal form of organization, managerial planning, recordkeeping, financial management, credit and collections, advertising and sales promotion, employee and community relations, obtaining information and assistance, insurance, and the future of small business.

Program for Acquiring Competence in  
Entrepreneurship (PACE).

Note: Any or all of the PACE units could be used. See the comprehensive section for a complete list of topics and other details.

The National Center for  
Research in Vocational  
Education  
National Center  
Publications, Box F  
1960 Kenny Road  
Columbus, OH 43210

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Skills for Self-Employment.

Abbruscato, Joe. Rio Salado Community Coll.,  
Ariz. 1980.

This document is the student study guide for a course on the effective management of a small business in a changing environment. The course is designed for those persons who someday may go into business for themselves as well as for those who are already in business but who wish to strengthen their entrepreneurial and management skills. The guide promotes the acquisition of specific knowledge, skills, and attitudes relating to (1) the total process of management, including strategy determination and all required activities necessary in planning, organizing, directing, and controlling a small business; (2) the development of a business plan that is critical to the success of starting a new business; and (3) content areas, such as selecting the form of legal organization, franchising, identifying outside assistance, financing the small business, selecting a location, facility planning, personnel planning, market research and advertising, pricing and credit, maintaining an accounting system, selecting insurance, maintaining inventory and supplies, and managing time. The study guide contains 30 lessons. Each lesson contains an overview; objectives; "getting prepared," a list of the textbook reading assignments; a summary of the audio lesson; and "putting it all together" including review of things to do from the text, student supplement, and audio lesson.

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+ postage

See Attachment 1A for  
ordering form.

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Small Business Management and Ownership. Vol. 2. Something Ventured, Something Gained: An Advanced Curriculum for Small Business Management.

**CRC Education and Human Development, Inc.**

Curriculum designed to provide high school students with structured decision-making skills essential to daily operation of a small business. Discusses requirements for running a business; personal skills, types of outside expertise needed, and contacts (e.g. vendors) needed. Units include setting up, marketing location, promotion, systems and records, pricing, business policies and relationships, organizational structure financing, and field test and review. Secondary post secondary level.

**U.S. Government Printing  
Office  
Washington, D.C. 20402  
Stock # 017-080-02002-5  
\$9.50**

#### Small Business Management Guides. 4 Vol.

**U.S. Small Business Administration, American Association of Community and Junior Colleges and International Council for Small Business.**

These resource guides contain course descriptions, syllabi, and program descriptions for selected seminars and conferences from over 500 two and four year colleges and universities. The guides are a valuable resource for enhancing and expanding training programs and for experimenting with ideas and strategies that are working well at other institutions. All aspects of small business training are covered.

**NSBTN/AACJC  
One Dupont Circle, Suite 410  
Washington, D.C. 20036  
(703) 293-7050  
\$60.00 the 4 volume set.**

#### Starting Business Kit and Existing Business Aid. 1982.

Contains basic information and blank forms for required state and federal reports. Due dates, methods of filling out forms, penalties for late filing, and office locations are all detailed. Each kit treats a separate state.

**Government Requirements Kit  
P.O. Box 1576  
Tallahassee, FL 32302  
A kit available for every state.  
\$14.95 each state kit.**

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Steps To Starting A Small Business for High School Students.

Contains 14 sessions outlining steps needed to start a business. Designed to use community resource people to present material. Included are teaching outline student section, and bibliography. Can be adapted for post-secondary and adult education audiences. Opportunities in small business, capital, legal and tax aspects, insurance, marketing and marketing research, selecting a location and planning physical layout, merchandise cycle, capital outlay in estimating cash flow, developing cash flow statement, professional services records, personnel management, and visit with loan officer.

Vocational Studies Center  
Publication Unit  
265 Educational Sciences  
Building  
1025 W. Johnson St.  
Madison, WI 53706  
(608) 263-4357  
# ETC 200  
\$15.00

#### Success for Small Business Management. 1981.

This course will help you better manage your business/department and turn your plans into reality...and profits. Key topics: Efficient management spells \$-U-C-C-E-S-S! Decision making. Planning. Organizing. Leading and motivating. Controlling...and more.

Management Services  
Federal Business Development  
Bank  
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Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#MT-1  
\$27.00 Canadian

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Units of Curriculum in Small Business.

Bollom, Marv. Red Wing Area Vocational  
Technical Inst., MN. 1980, 156p.

Designed as a supplement to an existing technical trade or industrial course. This curriculum is a guide for instructors to teach small business management in vocational education classes. It is planned around approximately 30 hours of instruction. Each of the eight instructional units includes the following parts: objectives, transition of units (relationship of this unit to the previous one and the following one), the lesson (attention focuser, key questions, suggested teaching strategies, and information in outline form), a summary, individual self-study suggestions, a list of necessary resources, references, and an appendix that contains handouts, worksheets, transparencies, a lesson plan format, an instructor evaluation form, and/or an evaluation instrument for students. Unit topics are: (1) the importance of studying small business management; (2) types of businesses—sole proprietorships, partnerships, corporations; (3) the major elements of management; (4) business records and record-keeping; (5) financial statements—the balance sheet and the profit and loss statement; (6) cash flow/cash management; (7) loan proposals and financing; and (8) human relations in business.

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Service (EDRS)

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ED232004  
CE036447  
MF0.97, PC12.75  
+ postage

See Attachment IA for  
ordering form.

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Audio Visual

#### Are You An Entrepreneur? Film. 15 min.

This film is designed to help the viewer decide if he or she is an entrepreneur. The film explores three questions: What is an entrepreneur? What is an entrepreneur's role in starting a business? What are the personal qualities usually found in successful entrepreneurs?

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$350.

#### Are You An Entrepreneur? Film. 18 min.

This film is designed to help the viewer decide if he or she is an entrepreneur. The film explores three questions: What is an entrepreneur? What is an entrepreneur's role in starting a business? What are the personal qualities usually found in successful entrepreneurs? Showing that entrepreneurship is a career opportunity worth considering, the film presents the costs and rewards of self-employment while examining a variety of career goals. Interviews with successful entrepreneurs provide information about independent career choices.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$395.

#### Birth of a Business: The American Dream.

Set of 12 audio cassettes with worksheets and tests planned to teach any person the basic principles and concepts of business that will serve as a guide for those already in business who want to train their key people or for those contemplating the establishment of a new business. There are 12 tapes with 24 15-minute lessons. Contents include: self evaluation, planning and research, market survey and forecast, business outline, business organization, funding-capital outlay, accounting and legal, volume-margin-cash flow, terms-credit, inventory-buying -payables, hiring employees-benefits, expansion-problems and solutions.

ESP, Inc.  
P.O. Drawer 5037  
Jonesboro, AR 71401  
order #10200  
\$80.00 set

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Case Studies in Small Business. University of Mid-America, 1979.

The principles of small business are investigated by showing how 9 small businesses manage day-to-day operations successfully and not so successfully. This is not a "how-to" series but case studies which provide a behind-the-scenes look at advantages and pitfalls of small business ownership. Post secondary and college level.

Great Plains National  
Instructional Television  
Library (GPN)  
Box 80669  
Lincoln, NE 68501  
Toll free 800-228-4630

Rental  
\$35 (VC), \$40 (Film)

Purchase  
\$245 (VC)  
\$395 (Film)

Support material available.

#### Chef's Special.

PBS Enterprise series. WGBH Boston and Learning Corporation of America with Harvard Business School.

A San Francisco chef faces an uphill battle to make his seafood restaurant a success in this classic story of a small businessperson who risks security and capital for his dream.

Learning Corporation of America  
1350 Avenue of the Americas  
New York, NY 10019  
(212) 397-9330  
#EP173  
Video, 3/4" or 1/2", 30 min.

#### Creating a New Enterprise. Hutt.

Creating a New Enterprise is a teachers guide that covers all aspects of entrepreneurship. It investigates all that's involved in the creation and operation of a small business, and it gives students the opportunity to create their own personal small business plan--from choosing an enterprise that interests them to figuring start-up costs. Teacher's Manual: D50M. The 4 filmstrips and 2 cassettes cover a multitude of topics essential to the successful launching and running of a small business. These audiovisuals can be used as an effective supplement to any course where free enterprise or small business development topics are discussed.

South-Western Publishing Co.  
5101 Madison Rd.  
Cincinnati, OH 45227  
(513) 271-8811  
D50 Teacher Manual \$5.50  
D506 Filmstrips and Cassettes  
\$126.00

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Do You Need A Business Plan? Film. 21 min.

This film defines the components of a comprehensive and well-developed business plan. It provides background to help the entrepreneur understand how a business plan is used to determine the viability of a business proposition, to organize the entrepreneur's planning, and to obtain financing. Interviews with successful entrepreneurs emphasize that the discipline of preparing a business plan gives the entrepreneur the perspective needed to assess the feasibility and potential of the enterprise.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$460.

#### Evaluating A Small Business. Film. 18 min.

The Management Clinic Series dramatizes case studies to examine operating procedures and solve problems. Before opening a business, the entrepreneur must consider the basic options available. The program examines the pros and cons of starting a business from scratch, taking over an existing operation, and buying into a franchise. A young couple wishing to form a partnership in a health fitness store weigh these issues, study their target market, and demonstrate the systematic approach these initial decisions call for.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$370.00

#### The Fourwinds Marina--A Case Study. Film, 16mm, 24 min. color. Video, 3/4" color. 1976.

Issues and problems of management strategy involved in the operation of a large inland lake marina are detailed in this film which is based on a written case study. Location footage at the marina is combined with interviews by the case study authors as they talk with the marina's owners-developers, the present marina general manager, and a management professor, who is also a marina customer. They discuss management problems, such as: unplanned involvement of developers in operation of the marina, unanticipated rapid growth rate, insufficient expansion capital and inattention to customer satisfaction in a service industry.

Indiana University  
Audio-Visual Center  
Bloomington, IN 47405  
(812) 335-8087  
BSC-177 film.  
sale \$360/rent \$25  
BV-177 video.  
\$220/sale



## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### How Do You Buy A Business? Film. 21 min.

This film advocates the development of a strategic plan to buy an existing business rather than leaping at the first opportunity presented, in order to improve the likelihood of making a successful purchase. It explains that finding a good business with the right negotiated deal is difficult and time consuming. It also identifies sources of information, documents needed for analysis, ways to value a company, how to judge return on investment, and suitable approaches and strategies for acquisition.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$460.00

#### How Do You Buy A Franchise? Film. 21 min.

This film defines a franchise business as a formalized marketing and distribution system that grants the franchisee the right to sell a service or product in a particular location for a set period of time, usually exchanged for an initial cash payment and a continuing royalty on sales. It also explains that since the franchise is legally bound to comply with the rules and regulations set by the franchisor, such an arrangement often results in the entrepreneur's loss of the freedom to shape his or her own enterprise. Interviews with successful entrepreneurs and franchise owners provide background.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$460.00

#### How Much Capital Will You Need? Film. 17 min.

This film explains how to determine what capital an entrepreneur needs to start and operate a new venture. It clarifies the usefulness of the basic financial tools used by entrepreneurs in developing their business plans and shows the relative simplicity of the pro forma cash flow, the balance sheet, and the profit and loss statement. Interviews with successful entrepreneurs provide information, stressing the importance of the entrepreneur's role as an expert on the business itself during financial planning.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$375.00

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### New Enterprise Training for Profits. Multi-Media.

A comprehensive training system. Contains step-by-step instructional guide, a series of self screening instruments to show realities of business ownership, and five audio-visual learning modules on basic business skills, financing, marketing, decision making, and using the business plan as the venture grows.

Charlotte Taylor, President  
Venture Concepts Systems  
1901 L St., N.W., Ste. 400  
Washington, D.C. 20033  
(202) 331-9265  
\$5,000.00 per system.  
Participant materials separate.

#### Planning a New Business.

NETCHE, Inc. with SBA assistance, 1978.

This program explores the personal qualities, the kinds of planning, and the various sources of assistance necessary to start a new business or take over an existing business. More than a dozen business and professional people (including bankers, an attorney, a site consultant, and representatives of the Small Business Administration) contribute suggestions and information. Designed for adults involved in small business or college level business students. Free study sheet provided.

Great Plains National  
Instructional Television  
Library (GPN)  
Box 80669  
Lincoln, NE 68501  
toll free 800-228-4630  
Rental  
\$30 (VC), \$40 (Film)  
Purchase  
\$180 (VC), \$350 (Film)

Planning a New Business. Pat Smythe, SBA Omaha, and Scott Olsin, Northeast Technical Community College, 1978.

This 30 minute lesson emphasizes developing a sound financial basis for a new business enterprise. It explores personal qualities, kinds of planning, and sources of assistance and advice necessary to starting a new business. More than a dozen business and professional people contribute information and suggestions to the small business person.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
Purchase 16 mm film \$300.00

## STARTING AND RUNNING A BUSINESS

<u>Classification/Description</u>	<u>Ordering Information</u>
<p><b>Planning for Success.</b> University of North Carolina. Video tapes.</p> <p>Four separate 3/4" color video cassettes which run 30 min. each. A manual accompanies the series, supplementing important points.</p>	<p>Media Processing Section N.C. Dept. of Com. Colleges 100 S. Harrington St. Raleigh, NC 27611 \$20.00 each</p>
<p>"The Business Plan" demonstrates importance of a written business plan detailing personal business capabilities, defining the purpose of the business, establishing a financial plan selecting a location, and choosing the way the business will operate.</p>	<p>PS01</p>
<p>"Marketing" defines marketing process, demonstrates how to develop an effective marketing plan, shows how to advertise to reach your market, and shows distinction between marketing and sales.</p>	<p>PS02</p>
<p>"Financing" covers types of loans, making accurate business projections, information needed in business plan to obtain financing, and sources of financing.</p>	<p>PS03</p>
<p>"Money Management" emphasizes all facets of managing cash flow and the record keeping systems that will minimize problems.</p>	<p>PS04</p>
<p><b>Small Business.</b> Video cassette. 1978. <u>Clues to Career Opportunities for Liberal Arts Graduates Series.</u> 30 min. color.</p> <p>Opening their own business was an attractive career alternative for the persons interviewed on this videotape. The importance of skills developed through previous work, educational, and life experiences and resources available to the small business person are highlighted. A bank loan officer joins the discussion to help comment upon financing small businesses.</p>	<p>Indiana University Audio-Visual Center Bloomington, IN 47405 (812) 335-8087 EVU-1750 \$175/sale \$11.50/rental.</p>

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

**Topics in Small Business Management.** Richard M. Hodgetts, Florida International University and Pamela Keel, Northern Virginia Community College, 1981.

This series of 15 half-hour television segments covers the essential aspects of planning and operating a small business. Each self-contained lesson explores several related topics in dramatic scenarios. This flexible series can be used in seminars, mini courses, and college level courses. The lessons are 1) introduction to small business management, 2) financing small business, 3) analyzing the financial health of a small business, 4) marketing for the small business, 5) tips for a successful small business, 6) presentation of material to a group, 7) office communication skills, 8) customer contact skills, 9) the art of listening, 10) communication decisions to make at work, 11) relationships at work, 12) leadership skills, 13) common problems in small business, 14) more common problems in small business, and 15) importance of outside advice in small business.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
Rental \$35.00 each or  
\$175.00 for all.

**What Should Your Business Plan Contain?** Film.  
22 min.

This film explains that although the content of a business plan must be tailored to accomplish its intended purpose, certain sections are essential to include. It illustrates the steps to be followed in developing a business plan, suggesting methods for obtaining and presenting the information effectively. Successful entrepreneurs discuss how an effective business plan can reduce risks and increase the potential for greater success in any kind of business.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$485.00

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### What Will Your New Venture Demand? Film. 20 min.

The responsibilities of running a business fall into several categories of which the entrepreneur is only one. This film looks at managers, researchers, accountants, engineers and other people whose skills are as essential to the success of a new venture as those of the entrepreneur. The film helps the individual assess what role is best for him. It challenges people to think about their own strengths and interests, to recognize the need for a division of responsibility and to plan accordingly in making career choices.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$440.00

#### What's The Best Business For You? Film. 15 min.

This film gives the aspiring entrepreneur tools for assessing a business idea. First, the film explores the personal considerations that he or she should take into account before proceeding. Second, the film explores the three most important points to look for when assessing any new venture; growth, income, and market share potential.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$350.00

#### Who Will Help You Start Your Venture? Film. 20 min.

This film explores the kind and quality of assistance needed by and available to an entrepreneur in developing a business idea. Successful entrepreneurs explain the help available from professional advisors, specialists, industry participants, trade and professional organizations, government sources, and interested individuals. It presents creative methods of obtaining information and of evaluating the assistance provided to entrepreneurs.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$440.00

## STARTING AND RUNNING A BUSINESS

Classification/Description

Ordering Information

### Participant Activities

#### Achieving Success in Small Business: A Competency-Based Educational Program for Persons Interested in Small Business Ownership.

This set of 12 self-instructional modules is designed to help entrepreneurs develop managerial competencies. Each module contains an audio-tape, learning activities, reading list, and reference materials. The 12 modules are: 1) success in small business; 2) determining capital needs; 3) estimating your business potential; 4) creating an effective business image; 5) developing your sales promotion plan; 6) developing ads that produce results; 7) improving profits through effective management; 8) improving employee selection, training, and supervision; 9) merchandising; 10) business records; 11) assessing the health of your business; and, 12) protection for you and your business. Comes in a 3-ring vinyl binder with tapes and cassette holder.

Vocational Studies Center  
Publication Unit  
265 Educational Sciences  
Building  
1025 W. Johnson St.  
Madison, WI 53706  
(608) 263-4357  
#ETC150  
\$75.00

#### Managing a Dynamic Small Business.

Participants act as operating managers of a small firm selling two products in a decentralized, seasonal industry. Total employment in the firm is under 20 people. Provides an in-depth look at small business operations to identify common problems and key success factors. Decisions include price, production, sales expense, advertising, materials purchased, shifts, number of machines, working hours per week, sales commissions, OEM contracts, financial investment decisions, etc. Four trainees per simulated company make 5 decisions of 1-hour each.

Simtek  
P.O. Box 109  
Cambridge MA 02139  
(617) 232-5020

## STARTING AND RUNNING A BUSINESS

### Classification/Description

### Ordering Information

#### Small Business Management and Ownership.

#### Vol. 1 Minding Your Own Small Business: An Introductory Curriculum for Small Business Management.

Simulation games designed to impart a balanced view of types of businesses, requirements of running a small business, and the types of courses needed to develop required skills. Provides students with structured decision making techniques. Contains all materials required for the course. Secondary-postsecondary level.

U.S. Government Printing  
Office  
Washington, D.C. 20402  
Stock #017-080-02000-9  
\$10.00

#### Small Business Management and Ownership.

#### Vol. 4. Mini-Problems in Entrepreneurship. CRC Education and Human Development, Inc.

A series of 10 mini-problems about women and minority entrepreneurs, ethics, communication skills, record keeping, and self-assessment are designed to augment the introductory course (Minding Your Own Small Business) and the advanced course (Something Ventured, Something Gained) in small business ownership and management or with other small business courses. Problems address common business situations, are flexible, and can be completed in 10 minutes to a full high school class period. Each problem contains a number of questions designed to promote class discussion. Teacher's guide and student instructions in 3 ring binder. Secondary and Post secondary level.

U.S. Government Printing  
Office  
Washington, D.C. 20402  
Stock #017-080-02003-3  
\$5.50

## BUSINESS PLANNING

Classification/Description

Ordering Information

### Printed Materials

#### Entrepreneurship Education (3 vol).

Scanlan, T.; Flexnan, N.; Horton, S.; Wrohey, R.; and Lettmayr, C. Springfield, IL: Illinois State Board of Education.

Thomas J. Scanlon  
University of Illinois  
51 East Armory St.  
Champaign, IL 61820

Volume I, Learning the Skills, contains 19 class sessions that stress personal entrepreneurial skills - decision making, innovation, planning and goal setting, and risk taking - and their integration with managerial and technical skills necessary for successful self-employment.

Volume II, Applying the Skills, guides students, with the help of community business leaders, through miniprojects in four of the following areas: deciding on a product and market, selecting a location, obtaining capital, choosing a legal form of organization, keeping records, extending credit and collecting, advertising, handling employees and customers, and selecting insurance. Through these projects, students practice and observe small business skills and collect information on starting a business.

Volume III, Supplementary Readings, contains additional resources and readings designed for late secondary through adult levels.

#### Forecasting: Predicting Your Sales and Profits.

Here's a course that steers away from complicated mathematical formulas but still shows you how to develop an accurate forecast. Key topics: Evaluating the business climate, What facts should you base your forecast on? Developing and interpreting the forecast...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#MG-2  
\$27.00 Canadian



## BUSINESS PLANNING

### Classification/Description

### Ordering Information

#### Four Modules in Small Business. 1984.

Companion to the Small Business Course for Older Americans, includes Instructor's Guide and Student Handbook (looseleaf format) in handsome three-ring binder. Four in-depth, stand-alone courses of instruction focusing on developing self-employment skills (e.g., business planning, breakeven analysis); developing ownership skills (success characteristics, decision-making skills); marketing management; and capital management. For post secondary or adult education audiences.

AACJC Publications Sales  
80 S. Early Street  
Alexandria, VA 22304  
(703) 823-6966  
\$35.00

#### How to Write a Business Plan.

A step-by-step guide to help managers with little background build a business plan to assess where the business is now, where it's going, and how to get there. Topics include: the need for a plan, financial concepts, setting goals, building the plan, organization structure, pulling the plan together, and the planning process.

American Management  
Associations  
Extension Institute  
135 West 50th Street  
New York, NY 10124-0019  
(212) 903-8040  
92025  
\$79.95 (members)  
\$89.95 (non-members)

#### Long-Range Planning.

Gives executives and middle managers concrete guidance to develop a strategy that helps keep surprises to a minimum, stay in touch with market trends, choose between acquisition and internal development, and develop a growth plan consistent with long-range goals. Learn to: zero in on top priorities, analyze the external environment, develop strategies to meet objectives, win company commitment to plans, evaluate competitive position, and prepare contingency plans.

American Management  
Associations  
Extension Institute  
135 West 50th Street  
New York, NY 10124-0019  
(212) 903-8040  
92025  
\$79.95 (members)  
\$89.95 (non-members)

## BUSINESS PLANNING

### Classification/Description

### Ordering Information

#### Manufacturing, Planning and Control.

A course that'll show you how to organize, plan and control your operation for better results. Key topics: Methods and time study, wage administration, plant layout and work flow, inventory/cost control...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#MP-1  
\$27.00 Canadian

Program for Acquiring Competence in  
Entrepreneurship (PACE).

See the Comprehensive Section for complete  
description.

- 3) Developing the Business Plan
- 4) Obtaining Technical Assistance
- 5) Choosing the Type of Ownership

The National Center for  
Research in Vocational  
Education  
National Center  
Publications, Box F  
1960 Kenny Road  
Columbus, OH 43210  
800-848-4815

#### Audio Visual

#### Birth of a Business: The American Dream.

Set of 12 audio cassettes with worksheets and tests planned to teach any person the basic principles and concepts of business that will serve as a guide for those already in business who want to train their key people or for those contemplating the establishment of a new business. There are 12 tapes with 24 15-minute lessons. Contents include: self evaluation, planning and research, market survey and forecast, business outline, business organizations, funding-capital outlay, accounting and legal, volume-margin-cash flow, terms-credit, inventory-buying -payables, hiring employees-benefits, expansion-problems and solutions.

ESP, Inc.  
P.O. Drawer 5037  
Jonesboro, AR 71401  
order #10200  
\$80.00 set

## BUSINESS PLANNING

### Classification/Description

### Ordering Information

#### Chef's Special.

PBS Enterprise series. WGBH Boston and Learning Corporation of America with Harvard Business School. Video, 3/4" or 1/2", 30 min.

A San Francisco chef faces an uphill battle to make his seafood restaurant a success in this classic story of a small businessman who risks security and capital for his dream.

Learning Corporation of  
America  
1350 Avenue of the Americas  
New York, NY 10019  
(212) 397-9330  
#EP117  
Sale \$500.00  
3-day rental \$50.00  
1-day free preview as  
available  
Quantity discounts

#### Do You Need A Business Plan? Film. 21 min.

This film defines the components of a comprehensive and well-developed business plan. It provides background to help the entrepreneur understand how a business plan is used to determine the viability of a business proposition, to organize the entrepreneur's planning, and to obtain financing. Interviews with successful entrepreneurs emphasize that the discipline of preparing a business plan gives the entrepreneur the perspective needed to assess the feasibility and potential of the enterprise.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$460.00

#### How Can You Survive Business Crises? Film. 21 min.

This film explores why businesses commonly fail so that the entrepreneur can develop strategies to avoid that end. It deals with how the entrepreneur can deal effectively with severe financial difficulties, and how he/she can cope if they are unable to steer the company out of troubled waters. The film emphasizes that business failure does not necessarily spell the end of an entrepreneur's career. Many pick up and start again.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$460.00

## BUSINESS PLANNING

### Classification/Description

### Ordering Information

#### New Enterprise Training for Profits. Cassette.

A comprehensive training system. Contains step-by-step instructional guide, a series of self screening instruments to show realities of business ownership, and five audio-visual learning modules on basic business skills, financing, marketing, decision making, and using the business plan as the venture grows.

Charlotte Taylor, President  
Venture Concepts Systems  
1901 L St., N.W., Ste. 400  
Washington, D.C. 20036  
(202) 331-9265  
\$5,000.00 per system.  
Participant materials separate.

#### Planning a New Business.

NETCHE, Inc. with SBA assistance, 1978.

This program explores the personal qualities, the kinds of planning, and the various sources of assistance necessary to start a new business or take over an existing business. More than a dozen business and professional people (including bankers, an attorney, a site consultant, and representatives of the Small Business Administration) contribute suggestions and information. Designed for adults involved in small business or college level business students. Free study sheet provided.

Great Plains National  
Instructional Television  
Library (GPN)  
Box 80669  
Lincoln, NE 68501  
toll free 800-228-4630  
Rental  
\$30 (VC), \$40.00 (Film)  
Purchase  
\$180 (VC), \$350.00 (Film)

#### Planning a New Business.

Pat Smythe, SBA Omaha, and Scott Olsin,  
Northeast Technical Community College, 1978.

This 30 minute lesson emphasizes developing a sound financial basis for a new business enterprise. It explores personal qualities, kinds of planning, and sources of assistance and advice necessary to starting a new business. More than a dozen business and professional people contribute information and suggestions to the small business person.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
Purchase 16 mm film \$300.00

## BUSINESS PLANNING

### Classification/Description

### Ordering Information

#### Planning for Success. University of North Carolina " Video tapes.

Four separate 3/4" color video cassettes which run 30 min. each. A manual accompanies the series, supplementing important points.

Media Processing Section  
N.C. Dept. of Com. Colleges  
100 S. Harrington St.  
Raleigh, NC 27611  
\$20.00 each

"The Business Plan" demonstrates importance of a written business plan detailing personal business capabilities, defining the purpose of the business, establishing a financial plan selecting a location, and choosing the way the business will operate.

PS01

"Marketing" defines marketing process, demonstrates how to develop an effective marketing plan, shows how to advertise to reach your market, and shows distinction between marketing and sales.

PS02

"Financing" covers types of loans, making accurate business projections, information needed in business plan to obtain financing, and sources of financing.

PS03

"Money Management" emphasizes all facets of managing cash flow and the record keeping systems that will minimize problems.

PS04

#### Strategic Planning

A comprehensive 6 hour self study program to show how to zero in on top priorities, analyze the affects of the external environment on company health, develop right strategies for objectives, make realistic appraisals of company strengths and make systematic repairs of weaknesses, and win employee commitment to company plans. Topics include: history of strategic planning, characteristics of strategic planning, situational analysis, choosing objectives, implementaton, problems, control of the planning process, and conf ingency planning.

American Management  
Associations Extension  
Institute  
135 West 50th Street  
New York, NY 10020  
(212) 903-8040  
\$155.00 non-members.  
\$145.00 members.

## BUSINESS PLANNING

### Classification/Description

### Ordering Information

#### THREE TIMES THREE. 14 min., color.

Illustrates the important keys to small business success - personal ability of the owner, use of outside assistance and information, understanding of insurance, regulations, taxes, business opportunity, knowing sources of capital, maintenance and use of business records, understanding financial factors, effective organization and planning, and using good management techniques.

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(212) 331-1045  
\$16.00 one day  
\$32.00 one week.

#### Topics in Small Business Management.

Richard M. Hodgetts, Florida International University and Pamela Keel, Northern Virginia Community College, 1981.

This series of 15 half-hour television segments covers the essential aspects of planning and operating a small business. Each self-contained lesson explores several related topics in dramatic scenarios. This flexible series can be used in seminars, mini courses, and college level courses. The lessons are 1) introduction to small business management, 2) financing small business, 3) analyzing the financial health of a small business, 4) marketing for the small business, 5) tips for a successful small business, 6) presentation of material to a group, 7) office communication skills, 8) customer contact skills, 9) the art of listening, 10) communication decisions to make at work, 11) relationships at work, 12) leadership skills, 13) common problems in small business, 14) more common problems in small business, and 15) importance of outside advice in small business.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
Rental \$30.00/lesson  
7 day period.  
Purchase \$225.00 per lesson.

## BUSINESS PLANNING

### Classification/Description

### Ordering Information

#### What Should Your Business Plan Contain? Film. 22 min.

This film explains that although the content of a business plan must be tailored to accomplish its intended purpose, certain sections are essential to include. It illustrates the steps to be followed in developing a business plan, suggesting methods for obtaining and presenting the information effectively. Successful entrepreneurs discuss how an effective business plan can reduce risks and increase the potential for greater success in any kind of business.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$485.00

### Participant Activities

#### Achieving Success in Small Business: A Competency-Based Educational Program for Persons Interested in Small Business Ownership.

This set of 12 self-instructional modules is designed to help entrepreneurs develop managerial competencies. Each module contains an audiotape, learning activities, reading list, and reference materials. The 12 modules are: 1) success in small business; 2) determining capital needs; 3) estimating your business potential; 4) creating an effective business image; 5) developing your sales promotion plan; 6) developing ads that produce results; 7) improving profits through effective management; 8) improving employee selection; 9) training, and supervision; merchandising; 10) business records; 11) assessing the health of your business; and, 12) protection for you and your business. Comes in a 3-ring vinyl binder with tabs and cassette holder.

Vocational Studies Center  
Publication Unit  
265 Educational Sciences  
Building  
1025 W. Johnson St.  
Madison, WI 53706  
(608) 263-4357  
#ETC150  
\$75.00

## BUSINESS PLANNING

Classification/Description

Ordering Information

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Small Business Management and Ownership.  
Vol. 1 Minding Your Own Small Business: An  
Introductory Curriculum for Small Business  
Management. (Simulation Game)

Simulation games designed to impart a balanced view of types of businesses, requirements of running a small business, and the types of courses needed to develop required skills. Provides students with structured decision making techniques. Contains all materials required for the course. Secondary-postsecondary level.

U.S. Government Printing  
Office  
Washington, D.C. 20402  
Stock #017-080-02000-9  
\$10.00



## MARKETING AND SALES

### Classification/Description

### Ordering Information

#### Who Will Your Customers Be? Film. 18 min.

This film outlines the steps involved in defining the potential customers of a business. It explores what information is needed in order to define the needs and wants of a target market, then suggests ways to collect that information and assess its validity. It outlines how market research can turn the new business venture from a gamble into a calculated risk, using inexpensive, common sense methods. It shows that market research clarifies the goals of the business, forming the basis for almost all other planning. Interviews with entrepreneurs disclose their experiences with researching their potential customers.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$395.00

### Participant Activities

#### Busop

A computer simulation to familiarize the trainees with marketing, production and financial functions. Trainees are asked to develop and implement a consistent strategy for a simple manufacturing firm that will have the appropriate combination of product quality and selling price. Good for introductory business management. Each simulated company has 2 trainees working five decision periods of 30 minutes each.

Simtek  
P.O. Box 109  
Cambridge MA 02139  
(617) 232-5020  
This is a computer assisted simulation - contact the company for costs and details.

#### The Executive Simulation

In this computer simulation participants manage a firm manufacturing and marketing small household appliances to consumer and industrial markets. Participants must determine market mix and plan for seasonal changes under competitive pressures. Four trainees per simulated company work through five decision periods of 1-hour each.

Simtek  
P.O. Box 109  
Cambridge MA 02139  
(617) 232-5020  
This is a computer assisted simulation - contact the company for costs and details.

## MARKETING AND SALES

### Classification/Description

### Ordering Information

#### Managing a Dynamic Small Business.

In this computer simulation participants act as operating managers of a small firm selling two products in a decentralized, seasonal industry. Total employment in the firm is under 20 people. Provides an in-depth look at small business operations to identify common problems and key success factors. Decisions include price, production, sales expense, advertising, materials purchased, shifts, number of machines, working hours per week, sales commissions, OEM contracts, financial investment decisions, etc. Four trainees per simulated company make 5 decisions of 1-hour each.

Simtek  
P.O. Box 109  
Cambridge MA 02139  
(617) 232-5020  
This is a computer assisted simulation - contact the company for costs and details.

#### Market Strategy.

To help managers with sales and marketing responsibilities explore various approaches to more effective market strategy planning. Decisions involve tests of effectiveness of various activities, budget allocations, sales force deployment, pricing policy and planning./ Roles: marketing managers./ Playing time: approximately three hours./ Three to five players per team; the number of teams which can play simultaneously is unlimited.

Didactic Systems, Inc.  
Box 457  
Cranford, NJ 07016  
DSG-66  
\$24.90  
Quantity discounts

#### Marketing A New Product

In this computer simulation participants become product managers of competing firms about to introduce similar, frequently purchased consumer products. They purchase and analyze marketing and financial information, set objectives and strategy, select product features, select advertising copy, launch their advertising campaign, and allocate sales promotion efforts. Three trainees per simulated company work. Six decision periods of 1-hour each within a 1-day seminar.

Simtek  
P.O. Box 109  
Cambridge MA 02139  
(617) 232-5020  
This is a computer assisted simulation - contact the company for costs and details.

## MARKETING AND SALES

### Classification/Description

### Ordering Information

Small Business Management and Ownership.  
Vol. 3, Location Decisions: A Simulation. CRC  
Education and Human Development, Inc.

A Simulation game in which high school students obtain and evaluate information about potential business locations in light of location requirements of their game businesses. Students play roles of small business partners selecting locations for a pharmacy, a convenience store, and a hardware store. Players obtain information about the neighborhood, demographics of the area, transportation, legal restrictions on 9 possible locations from various sources in a limited time. The game requires 4 to 6 class periods to play. Contains teacher's guide and student materials in 3 ring binder.

U.S. Government Printing  
Office  
Washington, D.C. 20402  
Stock # 017-080-02001-7  
\$6.50

## MARKETING AND SALES

### Classification/Description

### Ordering Information

#### Printed Materials

##### The ABC's of Selling.

This practical course covers basic, proven selling techniques. It'll help you quickly improve your sales abilities. Key topics: Know your customer, Knowing how to say "Hello!" The art of closing a sale, Starring...your product!, the "sand traps" of selling...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#SM-1  
\$27.00 Canadian

##### Advertising for the 80's.

Marketing and Distributive Education.

Craig, Elias John. State Fair Community College,  
Sedalia, MO, 1983.

This module contains a teacher's guide, student materials for a seminar on "advertising for the 80's" conducted for small business representatives. The instructor guide contains an outline of the course, time plan, end-of-course critique, and transparency masters. Information sheets are provided for the students. Topics covered are the following: introduction to advertising, the role of advertising in marketing, the purpose of good advertising, identifying target markets, basic stages of the advertising strategy, message checklist, resources for advertising advice, creating advertising plans, cooperative advertising, planning a special promotion, building a 6-month advertising plan, and creating the advertising budget.

ERIC Document Reproduction  
Service (EDRS)  
P.O. Box 190  
Arlington, VA 22210  
(703) 841-1212  
ED234237  
CE037012  
MF0.97/PC\$7.40  
+ postage  
See attachment 1A  
for ordering form

## MARKETING AND SALES

### Classification/Description

### Ordering Information

#### Business Management and Ownership.

These materials explore the planning, organizing, leading and controlling functions of supervisory management. Units are economics of free enterprise, principles of management, store layout and security, merchandising, credit services, and personnel management. The last four units provide small business ownership information.

State Department of Vocational  
and Technical Education  
CIMC/Resale Division  
1500 West Seventh Ave.  
Stillwater, OK 74074  
DE1013 Teacher Manual  
\$29.00  
DE3013 Student Manual  
\$21.50  
DE5000 Binder  
\$5.00  
DE8013 Transparencies  
\$16.50  
DE6013 Competency profile  
(25/pkg.) \$8.00

#### Creating A Market.

This programmed learning offers an individual the opportunity of studying the subject on his own. It is self-paced. It is an introduction for the often complicated marketing process.

International Labor Office  
Washington Branch  
1750 New York Ave., N.W.  
Washington, D.C. 20006  
7th Printing  
ASBN 92-2  
\$4.55 (U.S.)

#### Designing a Marketing Plan. Ohio State Dept. of Education, Division of Vocational Education, 1982.

Identifies the need for a written plan and shows users how to design a plan of action and how to prepare control systems for marketing plans.

Ohio State University  
Instructional Materials  
Laboratory  
154 W. Twelfth Ave., Rm. 139  
Columbus, OH 43210  
(614) 422-5000  
\$3.00

## MARKETING AND SALES

### Classification/Description

### Ordering Information

#### Forecasting: Predicting Your Sales and Profits.

Here's a course that steers away from complicated mathematical formulas but still shows you how to develop an accurate forecast. Key topics: Evaluating the business climate, What facts should you base your forecast on? Developing and interpreting the forecast...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#MG-2  
\$27.00 Canadian

#### How to Advertise and Promote Profitably.

How should you promote your business? Which media should you use? How can you prepare effective ads? This dynamic course provides guidelines and ideas using many successful advertisements as examples. Key topics: Look before you leap, The promotional budget, How to stretch your media dollar, Preparing promotional materials...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#MG-5  
\$27.00 Canadian

#### Marketing for Small Business

"A key marketing goal should be to get customers to buy as a matter of habit." This and other marketing concepts are explored in this course that covers the key elements of a marketing program. Key topics: Developing market profiles, Product/service mix, Price/value mix, Promotion/advertising mix, Marketing environment...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#MG-1  
\$27.00 Canadian

#### Marketing Your Product.

This course shows you how to come out ahead, and stay ahead, by systematically considering all aspects related to marketing in a changing business environment. Key topics: Developing a market strategy, Product management, Effective distribution is a must, Pricing...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#G-4  
\$27.00 Canadian

## MARKETING AND SALES

### Classification/Description

### Ordering Information

Program for Acquiring Competence in Entrepreneurship (PACE).

See Comprehensive Section for a complete description.

- 6) Planning the Marketing Strategy.
- 14) Managing Sales Efforts.

The National Center for  
Research in Vocational  
Education  
National Center  
Publications, Box F  
1960 Kenny Road  
Columbus, OH 43210

Promoting Sales: A Systematic Approach To  
Benefit Selling. O. Dibbs and P. Pereira. 1976.

This programmed instructional book develops a new, simple and practical approach to benefit analysis which enables the student to master benefit selling rapidly. This material can be used by managers and others to minimize resistance to the introduction of a new selling approach.

International Labor Office  
Washington Branch  
1750 New York Ave., N.W.  
Washington, D.C. 20006  
ISBN - 92-2-101393-6  
\$8.55 U.S.

Understanding Your Customer.

How do people decide what, where and when to buy? Understanding customers better will help you attract new customers and take full advantage of market opportunities. Key topics: Motivation - The basis of consumer behaviour, Attitudes and how to change them, Attracting and keeping your customers. and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#MG-3  
\$24.00 Canadian

What the Printer Can Do to improve Self-Advertising.

This brief report summarizes the responses of 400 printers as to how they attempt to gain new accounts and increase sales. It provides valuable suggestions for improving the total marketing strategies of printers.

National Association of Printers  
and Lithographers (NAPL)  
780 Palisade Ave.  
Teanuck, NJ 07666  
S309  
\$7.00 (members)  
\$10.00 (non-members)

## MARKETING AND SALES

### Classification/Description

### Ordering Information

#### Audio Visual

#### Advertising the Small Business.

NETCHE, Inc. 1981 with support from SBA  
Kansas City Regional Office.

Two thirty minute programs on video cassettes which provide an in-depth study of four basic decisions an entrepreneur must make in planning for successful advertising. Program one deals with three of the questions - Who are the potential customers? What do you want to tell them? Where are the best places to advertise? Program two covers the fourth question - How do you get your message across (writing effective ad copy and properly designing your ad)? It also covers where to get ideas and go for help. Useful in counseling and management assistance programs and in community college business programs.

Great Plains National  
Instructional Television  
Library (GPN)  
Box 80669  
Lincoln, NE 68501  
toll free 800-228-4680  
\$30.00 rental  
\$180.00 purchase  
Free study sheet.

#### THE ADVERTISING QUESTION. 14 min., color

Designed to correct some of the misconceptions and change some of the attitudes which many small businessmen display toward advertising. The values and techniques of advertising are discussed and some business examples are shown to emphasize pertinent points.

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(212) 331-1045  
\$16.00 one day  
\$32.00 one week.

#### BEN FRANKLIN SELLS TODAY. 23 min., 16mm, black and white

Ben Franklin comes to modern life and illustrates common mistakes in selling and shows how the application of his methods help make the sales. Shows the use of the right tactics for: getting the other person to talk; for keeping out of arguments; for putting your opinions across; for engaging their sentiments and for saving time in selling.

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(212)331-1045  
\$17.00



## MARKETING AND SALES

### Classification/Description

### Ordering Information

#### Birth of a Business: The American Dream.

Set of 12 audio cassettes with worksheets and tests planned to teach any person the basic principles and concepts of business that will serve as a guide for those already in business who want to train their key people or for those contemplating the establishment of a new business. There are 12 tapes with 24 15-minute lessons. Contents include: self evaluation, planning and research, market survey and forecast, business outline, business organizations, funding-capital outlay, accounting and legal, volume-margin-cash flow, terms-credit, inventory-buying -payables, hiring employees-benefits, expansion-problems and solutions.

ESP, Inc.  
P.O. Drawer 5037  
Jonesboro, AR 71401  
order #10200  
\$80.00 set

#### THE CALENDAR GAME. 14 min., 16mm, color.

Emphasizes the need for advertising, planning and budgeting by small retail and services businesses. The film begins in the office of a dry cleaning shop. The proprietor points out to a business friend that he aims his promotions to reach at specific times, customers who are most likely to be ready for his service and explains his method of choosing media and directing his advertising. In a friendly give-and-take discussion, the two touch upon budgeting, timing, choice of media, and plans for specific promotions.

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(212) 331-1045  
\$16.00

#### THE FOLLOW UP. 13 min., color.

Illustrates the value of following up on advertisements and promotions; such as - radio commercials, store layouts, point-of-sale ads and business associates opinions of ads. Brings out many of the factors to consider in advertising/sales promotion follow-up.

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(21) 331-1045

## MARKETING AND SALES

### Classification/Description

### Ordering Information

#### How Will You Penetrate Your Market? Film. 16 min.

This film guides the entrepreneur in developing marketing strategies to penetrate a target market. It covers the six major areas of a well developed market plan: the specific characteristics of the product or service, sales methods, promotion methods, pricing, distribution and the location of the venture. It also provides rare opportunities to see and hear successful entrepreneurs discussing their market strategy secrets - how and why they reach their customers.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$350.00

#### Marketing Fundamentals. 1981. Audiotape; cassette; slides: 75 frames, color.

This multimedia package for secondary and post-secondary use discusses such marketing basics as: marketing process; marketing concept; serving the public; marketing functions; profits; operating expenses; cost of merchandise; private ownership; and business risks.

Interstate Distributive  
Education Curriculum  
Consortium (IDECC)  
The Ohio State University  
1564 West First Avenue  
Columbus, OH 43212  
(614) 486-6708  
Sale: Contact IDECC for  
current price  
Rent: Contact IDECC for  
current rate; time by the  
week

#### Marketing Goods and Services, 1981. Audiotape; cassette; slides; 75 frames; color.

A multimedia program to teach secondary and postsecondary students such topics as: market identification; market segmentation; potential consumers; channels of distribution; marketing strategies; marketing process; business goals; competition; promotional mix; promotional design factors; promotional goals; product life cycle; business cycle stages; and channel intermediaries.

Interstate Distributive  
Education Curriculum  
Consortium (IDECC)  
The Ohio State University  
1564 West First Avenue  
Columbus, OH 43212  
(614) 486-6708  
Sale: Contact IDECC for  
current price  
Rent: Contact IDECC for  
current rate; time by the  
week

## MARKETING AND SALES

### Classification/Description

### Ordering Information

Marketing a New Product: Idea to Reality.  
Dr. William W. Curtis and Dr. Phillip McVey.  
University of Nebraska, Lincoln, 1978.

This three lesson series documents the development and successful marketing of a new product line, the "Sleep Warmer" camping bags. The Series provides a comprehensive overview of the marketing process as well as an understanding of individual aspects of development. The first lesson (25 min.) shows partners in the young business assessing their market, developing product prototypes, and developing the elements of a marketing plan - product, distribution, promotion and pricing. Lesson two (26 min.) concentrates on the product distribution strategies - selecting brand name and logo, and package design, decisions on where product is to be sold, distribution points, inventory control; and selecting advertising mix. Lesson three (18 min.) contains discussions of methods of allocating promotion dollars and of the five elements of pricing - demand, cost, competitive structure, legal aspects and company objectives. College level.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611

Rental

\$30.00 per lesson per 7 day period.

Purchase

\$225.00 per lesson.

Lease arrangements available.

Three-day preview for anticipated purchases.

Planning for Success. University of North Carolina Video tapes.

Four separate 3/4" color video cassettes which run 30 min. each. A manual accompanies the series, supplementing important points. The one appropriate for marketing is described below.

Media Processing Section  
N.C. Dept. of Com. Colleges  
100 S. Harrington St.  
Raleigh, NC 27611  
\$20.00 each

"Marketing" defines marketing process, demonstrates how to develop an effective marketing plan, shows how to advertise to reach your market, and shows distinction between marketing and sales.

PS02

## MARKETING AND SALES

### Classification/Description

### Ordering Information

Salesmanship Theories. Dr. Phillip McVey.  
University of Nebraska/Lincoln, 1977.

This lesson (30 minutes long) explains the critical interaction between the business and the customer. The salesperson's role in this process is examined through five theories which describe sales techniques.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
\$30.00 rental per lesson per  
7 day period.  
\$225.00 purchase.

THE STAGE IS YOURS. 15 min., color.

Compares the proper and improper methods of retail selling and shows the four basic steps necessary for successful selling: approach, determination of customer needs, presentation, and the closing of the sale. (Produced by the National Cotton Association).

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(212) 331-1045  
\$15.00 one day  
\$30.00 one week.

THROUGH THE MIRROR. 27 min., 16mm, black and white.

Shows how to sell at retail more effectively. It does this by disclosing to the salesman how he appears in the eyes of prospective buyers. Good methods are demonstrated by actual on-the-scene experiences of a skilled salesman who wonders why his own techniques sometimes do not get the order. The salesman spends a day doing shopping errands for his wife. His experiences with salespeople he meets, clearly demonstrate how the basic selling techniques pay off in satisfied customers.

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
\$15.00 one day  
\$30.00 per week

## MARKETING AND SALES

### Classification/Description

### Ordering Information

Topics in Small Business Management. Richard M. Hodgetts, Florida International University and Pamela Keel, Northern Virginia Community College, 1981.

This series of 15 half-hour television segments covers the essential aspects of planning and operating a small business. Each self-contained lesson explores several related topics in dramatic scenarios. This flexible series can be used in seminars, mini courses, and college level courses. The lessons are 1) introduction to small business management, 2) financing small business, 3) analyzing the financial health of a small business, 4) marketing for the small business, 5) tips for a successful small business, 6) presentation of material to a group, 7) office communication skills, 8) customer contact skills, 9) the art of listening, 10) communication decisions to make at work, 11) relationships at work, 12) leadership skills, 13) common problems in small business, 14) more common problems in small business, and 15) importance of outside advice in small business.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
\$30.00 rental per lesson per  
7 day period.  
\$225.00 purchase.

Who Will Your Customers Be? Film. 15 min.

This film outlines the steps involved in defining the potential customers of a business. The film explores what information is needed in order to define the needs and wants of a target market, then suggests ways to collect that information and assess its validity.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$350.00

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Printed Materials

#### Bookkeeping and an Introduction to Accounting.

This course is designed for those who want to learn about the practical side of bookkeeping and identify basic internal control procedures. Key topics: The recording process, Ledgers and the trial balance, Financial statements and closing entries, Salaries...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#BA-1  
\$27.00 Canadian

Bookkeeping Self-Taught: New Easy Method of Learning. Pincchione, Nicholas and Sinclair, John M. Providence, RI: Dome Educational Aids, Inc. 1976.

Designed to give basic concepts of bookkeeping. Contains practice set of a years payroll and final 2 weeks of a business's year. Self instructional.

Local business stationers and  
book stores or  
Dome Educational Aids, Inc.  
480 Benefit St.  
Providence, RI 02903  
(401) 331-4212  
#202  
\$2.95 (quantity discounts  
available).

#### Credit and Collections.

Key topics: Guiding principles of credit analysis, Mercantile and consumer collections, Bad debts, Collection legislation...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#FT-3  
\$27.00 Canadian

## FINANCIAL MANAGEMENT AND RECORDKEEPING

<u>Classification/Description</u>	<u>Ordering Information</u>
<p><u>Current Assets Management.</u> Ohio State Dept. of Education, Division of Vocational Education, 1982, 70p.</p> <p>Learn how to project monthly cash flow, determine a credit policy, and determine the most profitable inventory.</p>	<p>Ohio State University Instructional Materials Laboratory 154 W. Twelfth Ave., Rm. 139 Columbus, OH 43210 (614) 422-5000 \$3.00</p>
<p><u>Entrepreneurship: Basic Recordkeeping.</u> Ohio State Dept of Education, Division of vocational Education. 1982, 72.p</p> <p>This pamphlet identifies individual business needs for use with recordkeeping and shows how to maintain a systems approach to recordkeeping.</p>	<p>Ohio State University Instructional Materials Laboratory 154 W. Twelfth Ave., Rm. 139 Columbus, OH 43210 (614) 422-5000 \$5.00</p>
<p><u>Forecasting: Predicting Your Sales and Profits.</u></p> <p>Here's a course that steers away from complicated mathematical formulas but still shows you how to develop an accurate forecast. Key topics: Evaluating the business climate, What facts should you base your forecast on? Developing and interpreting the forecast...and more.</p>	<p>Management Services Federal Business Development Bank 360 St. Jacques St., # 1600 Montreal, Quebec H2Y 1P5 Canada (514) 283-4118 #MG-2 \$27.00 Canadian</p>

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Fundamentals of Financial Management.

A simplified approach to financial management for those who want to understand financial statements, and improve their financial decision making and planning skills. Key topics: Financial statements, Cash budget, Working capital, Financial planning, Lease or buy decisions, Source and application of funds...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#FT-1  
\$27.00 Canadian

#### How to Read A Balance Sheet. 14th printing. 1983

A programmed learning book that provides a thorough understanding of the information provided in balance sheets.

International Labor Office  
Washington Branch  
1750 New York Ave., N.W.  
Washington, D.C. 20006  
ISBN 92-9-100000-1  
\$4.55

#### How to Run a Small Business.

This 18 hour course discusses financial analyses, profit making, record keeping, advertising, staffing, and managing cash flow. Contains visual aids - wall charts, transparencies, balance sheets, and other appropriate forms.

Small Business Management  
Schools, Inc.  
Publishing Division  
1111 S. Woodward  
Suite 201  
Royal Oak, MI 48067  
(313) 542-4220  
\$110.00 Instructional guide.  
\$31.00 Workbook.

#### Internal Control.

This course explains how to control the most important assets, liabilities, and operations of a business. Key topics: Controlling expenses, Controlling your inventory, Planning and controlling sales, Salary/wage control system...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#BA-2  
\$27.00 Canadian



## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Managing For Profit

This course concentrates on pure financial management. It covers operational budgets for 5 year ratio analysis, and other financial statements.

Small Business Management  
Schools, Inc.  
Publishing Division  
1111 S. Woodward  
Suite 201  
Royal Oak, MI 48067  
(313) 542-4220  
\$110.00 Instruction guide.  
\$31.00 Workbook.

#### Managing Information and Records for Small Business. Richard C. Farrell and May L. Farrell, Univ. of Wisconsin, 1984.

Self-study course which demonstrates the importance of selecting vital data and managing the information to maintain a viable business. In Chapter 1, participants learn about costs of managing information and kinds of information necessary for profitable business operation, and the kinds of records necessary to establish legal and financial status of the business. Chapter 2 deals with creation of records - subject, content, timeliness, forms development, and record efficiency. Chapter 3 contains procedures for records management - retention decisions, storage, and destruction. Chapter 4 presents basic accounting methods, financial statements, and accounting systems. Chapter 5 deals with the use and benefits of microcomputers in records management. Contains packet of sample forms.

Univ. of Wisconsin -  
Extension Small Business  
Development Center  
432 N. Lake St., Rm. 231  
Madison, Wisconsin 53706  
(608) 262-4876

#### Program for Acquiring Competence in Entrepreneurship (PACE).

See comprehensive section for detailed description, costs and ordering information.

- 8) Financing the Business
- 15) Keeping the Business Records
- 16) Managing the Finances
- 17) Managing Customer Credit and Collections,

The National Center for  
Research in Vocational  
Education  
National Center  
Publications, Box F  
1960 Kenny Road  
Columbus, OH 43210

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

**SMALL BUSINESS BOOKKEEPING, PART 1. A Suggested Adult Business Education Course.** Developed by New York State Education Department, Albany, Bureau of Continuing Education Curriculum Development.

These instructor's guides are suitable for use in the adult education programs of school districts and in community colleges. They present course outlines and material for those who are either keeping a set of records for a small business or who wish to prepare to do so. The guides consist of 10 lessons and 5 problems designed for use in 10 sessions of three (3) hours each. The illustrations and problems are based on a service business. The 10 lessons are: (1) Introduction; (2) Sources of Data In Journalizing; (3) Combined Cash Journal, Ledger Accounts, and Posting; (4) Journalizing, Posting T-Account Ledger, Trial Balance; (5) Standard 2- Column Ledger; (6) Reconciling a Bank Statement and Making a Payroll; (7) Reporting and Remitting Taxes; (8) Journalizing for Problem 5; (9) Ledger Entries for April in Problem 5; and (10) Trial Balance, Balance Sheet, and Income Statement for Problem 5. Lessons consist of a content outline with teaching suggestions, techniques, and references. Also included is a section on tips for teachers of adult classes in small business bookkeeping and a large section of illustrations, forms, and solutions to problems.

ERIC - see form and instructions in appendix IA.

Part LED 134729 CE009479

Part L Price Microfich \$.83

Hardcopy \$7.35 Plus Postage.

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

**SMALL BUSINESS BOOKKEEPING, PART II. A Suggested Adult Business Education Course.** New York, State Education Department, Albany, Bureau of Continuing Education Curriculum Development

This guide is designed for the second part of a two-part bookkeeping course for adults who are either keeping a set of records for a small business, or who wish to prepare to do so. The following seven lessons are included: (1) Introduction; (2) Data Sources and Recording for a Trading Business; (3) Journalizing, Posting, and Trial Balance; (4) Journalizing, Posting and Trial Balance (continued); (5) Eight-Column Worksheet, and Preparing Financial Statements; (6) Adjusting and Closing the General Ledger, and Preparing the Post-Closing Financial Statements; (6) Adjusting and Closing the General Ledger, and Preparing the Post-Closing Trial Balance; and (7) Practical Problems. (Lessons 1 through 6 cover about three hours of class time each Lesson 7 is a practice problem requiring about four class sessions of three hours each.) The appendixes contain illustrations, forms, and solutions to problems; a practical application problem; and tips for teachers of adult classes in small business bookkeeping.

ERIC - see form and instructions in appendix IA.

Part II. Ed 134730 CE009480

Part II Price Microfich \$.83

Hardcopy \$6.01 Plus Postage

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Small Business Management Volume II: Business Analysis

An Adult Education Program. Persons, Edgar A., Swanson, Gordon I. Minnesota University, St. Paul, Department of Agricultural Education and Department of Vocational Education. May 1976.

A practice problem in year-end business analysis is presented to provide experience with a system of single-entry bookkeeping as part of a small business management adult education program. The problem simulates an entire business year and includes transactions involving general business revenues and expenses pertaining to most small retailing organizations. A standardized chart of accounts is included which is generally adaptable to computerization and can be applied to most double-entry accounting systems. Data forms are included to aid in compiling the necessary information for a complete business analysis. Complete, step-by-step instructions for filling in the data forms specify the exact input required for each line and column on the data forms. Documentation for the business analysis includes a line-by-line description of each item contained in the table of analysis. The data form number and specific line numbers are also included. Appendixes contain keys to the practice problem and data forms and an analysis and interpretation of the business problem.

ERIC - see form and instructions in appendix IA.

ED133569/hardcopy \$16.73  
plus postage

CE009480/\$0.83 microfiche

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Small Business Management Volume III: Curriculum

An Adult Education Program. Persons, Edgar A., Swanson, Gordon I. Minnesota University, St. Paul, Department of Agricultural Education and Department of Vocational Education. May 1976.

The small business management adult education program outlined in the curriculum guide is designed to help small business entrepreneurs solve their business management problems and attain the goals they have established for their businesses and their families. (An instructor's manual and practice problems are in separate volumes.) The three-year curriculum includes individual at-the-business instruction as an integral part of the teaching plan. The first year deals with the reasons for keeping records, what records to keep, and how to keep them easily and accurately. The second year covers the study and interpretation of the small business analysis. The third year utilizes the records and analyses of the previous years to make plans for future changes in the business, with more emphasis placed on work with individual families at their business and home and less on group instruction. Following an introductory section, the units of instruction (12 to 14 each year) are presented. Each unit contains the following parts: student objectives, transition of units (unifying themes), lesson (including key questions and teaching strategies), unit summary, at-the-business instruction, resources and equipment needed, list of references, and appendixes containing student handouts, worksheets, and/or transparency masters.

ERIC - see form and instructions in appendix IA.

ED133568/hardcopy \$24.77  
plus postage

CE009649/\$0.83 microfiche

## FINANCIAL MANAGEMENT AND RECORDKEEPING

Classification/Description

Ordering Information

### Audio Visual

#### AMERICAN BUSINESS SYSTEM: FINANCIAL MANAGEMENT. 29 min., 16mm, black and white.

Explores the critical problem of finances from the solvency of a small retail business to that of financing a new product in a large corporation. The officers demonstrate the functions of the finance manager in supervising the flow of money, allocating funds, and seeking new cash by borrowing (loan or bond sales) or equity financing (sale of stock). This role is shown to be as vital as the production and marketing functions, even though somewhat less dramatic.

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(212) 331-1045  
\$15.00

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Automated Accounting for the Microcomputer. Allen and Klooster

With this stand-alone integrated automated accounting package, a student can now use a microcomputer to process accounting data. Each student should have the text-workbook and one diskette. The approximate time needed by a student to complete the entire package is 80-90 hours. This product covers the major components of a computerized accounting system - general ledger, accounts receivable, accounts payable, and payroll. Teacher's Manual for B398 and Diskettes: B398M. A backup diskette is automatically included for each diskette ordered.

South-Western Publishing Co.  
5101 Madison Road  
Cincinnati, OH 45227  
(513) 271-8811

B398 Text Workbook  
\$7.18  
B396-1 Individual Diskette,  
TRS-80, Model I, 32K  
Minimum  
\$37.50  
B396-3 Individual Diskette,  
TRS-80, Model III and  
Model 4, 32K Minimum  
\$37.50  
B397-2 Individual Diskette,  
Apple II Plus, DOS 3.2,  
32K Minimum  
\$37.50  
B397-3 Individual Diskette,  
Apple II Plus and Apple  
Ile, DOS 3.3, 32K Minimum  
\$37.50  
B396-3D Driver Diskette,  
TRS-80, Model III and  
Model 4, 32K Minimum  
\$59.50  
B397-3D Driver Diskette,  
Apple II Plus and Apple  
Ile, DOS 3.3, 32K Minimum  
\$59.50

B396-4 Network Diskette,  
TRS-80, Midel III and  
Model 4, 48K Minimum Host  
Station, 32K Minimum Slave  
Stations  
\$250.00  
B397-4C Apple Corvus System,  
32K Stations  
\$695.00  
B398-1 Individual Diskette,  
IBM PC  
\$37.50  
B398-1D Driver Diskette, IBM  
PC  
\$59.50  
B399-1 Individual Diskette,  
Commodore Model 4032 and  
Model 64  
\$37.50  
B399-1D Driver Diskette,  
Commodore Model 4032 and  
Model 64  
\$59.50  
B395-1 Individual Diskette,  
Monroe, Model OC8820  
\$37.50  
B395-1D Driver Diskette,  
Monroe, Model OC8820  
\$59.50

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Bankrupt.

PBS Enterprise series. WGBH Boston and Learning Corporation of America with Harvard Business School. Film, 16 mm, 30 min. Video, 3/4" or 1/2".

Tough human consequences of failure to innovate are documented in the story of the high-tech firm Inforex that went through bankruptcy and takeover for lack of a second product as profitable as its first computer.

Learning Corporation of  
America  
1350 Avenue of the Americas  
New York, NY 10019  
(212) 397-9330  
#EP111  
Sale \$500  
3-day rental \$50  
1-day free preview as  
available  
Quantity discounts

#### Basic Records For A Small Business. Film. 19 min.

The Management Clinic Series dramatizes case studies to examine operating procedures and solve problems. Control is the key to sound management. Systematic record keeping and analysis regulates the flow of capital and materials to optimize the profitability of any business. In this program an optician's outlet and a picture framing business are examined.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$350.00

#### Birth of a Business: The American Dream.

Set of 12 audio cassettes with worksheets and tests planned to teach any person the basic principles and concepts of business that will serve as a guide for those already in business who want to train their key people or for those contemplating the establishment of a new business. There are 12 tapes with 24 15-minute lessons. Contents include: self evaluation, planning and research, market survey and forecast, business outline, business organizations, funding-capital outlay, accounting and legal, volume-margin-cash flow, terms-credit, inventory-buying -payables, hiring employees-benefits, expansion-problems and solutions.

ESP, Inc.  
P.O. Drawer 5037  
Jonesboro, AR 71401  
order #10200  
\$80.00 set



## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Credit And Collections For A Small Business. Film. 19 min.

The Management Clinic Series dramatizes case studies to examine operating procedures and solve problems. Obtaining and granting credit are essential to business life throughout the economy. The types of credit provisions and procedures vary widely, and it is no simple task to choose the forms best suited to a particular business. A restaurant and a wholesale bakery are studied to illustrate the principles of credit and collections policy, credit card systems, and credit investigation services.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$350.00

#### Financing A Small Business. Film. 17 min.

The Management Clinic Series dramatizes case studies to examine operating procedures and solve problems. Financial considerations are paramount at every phase of operating a business, whether at the start-up stage, for expansion, for day-to-day operations, or just for seeing it over the rough spots. This program examines two cases - a kitchenware store in the process of opening and an established printing shop needing capital for expansion. The various types and sources of business financing are explained and evaluated.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$350.00

#### Fundamentals of Accounting for the Non-Financial Manager. Robert P. Hungate, Ph.D.

Six audio cassettes give an understanding of the principle and concepts necessary to communicate ideas of accounting and finance. Contains a case exercise that shows how accounting data is used to generate financial statements. Topics include: 1) the principles, language, and role of accounting; 2) the process of accounting, 3) financial statements - format and structure; 4) examination of key items necessary to understand financial statements, 5) ratio analysis and its practical applications.

Associated Management  
Institute, Inc.  
1125 Missouri St.  
Fairfield, CA 94533  
\$95.00 with 1 workbook  
\$10.00 each for extra  
workbooks

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Fundamentals of Budgeting

Self instructional workbook-cassette program that takes about ten hours to complete. Explains in non-technical language what budgets are, how they work, how they are prepared, presented, and used as management tools. Course tapes are: (1) Why a budget, (2) Setting goals and objectives, (3) Controlling the budget, (4) Making plans, (5) Capital expenditures and balance sheet budgeting, (6) Analyzing costs, (7) Sales department budget, (8) Production department budget, (9) Inventory budget, (10) Research department budget, (11) Administration and public relations budget, (12) Budgets for service organizations.

American Management  
Association Extension  
Institute  
135 West 50th St.  
New York, NY 10020  
(212) 903-8040  
Cassette  
\$155.00 (non-members)  
\$145.00 (members)  
Workbook  
\$20.00 each (non-members)  
\$18.00 each (members)

#### Fundamentals of Finance for the Non-Financial Manager. Robert P. Hungate, Ph.D.

Six audio cassettes explore the specialized language of accounting as well as a variety of decision tools in understandable language. Topics include: 1) sources of financing, 2) financial planning, 3) profit-volume analysis, 4) financial leverage, 5) budgeting for capital or asset acquisitions. These tapes will assist the entrepreneur in setting up a system for planning for future needs.

Associated Management  
Institute, Inc.  
1125 Missouri St.  
Fairfield, CA 94533  
\$95.00 with 1 workbook  
\$10.00 each for extra  
workbooks

#### HEY, We're Back In Business. 27 1/2 min. 16mm film. English and Spanish.

A couple starting their own restaurant business encounter tax problems. Jim Backus and Nehemiah Persoff are in this production about good recordkeeping, tax deadlines and free IRS assistance to business persons.

Public Affairs Officer  
local IRS office  
Free.

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### How Much Capital Will You Need? Film. 17 min.

This film explains how to determine what capital an entrepreneur needs to start and operate a new venture. It clarifies the usefulness of the basic financial tools used by entrepreneurs in developing their business plans and shows the relative simplicity of the pro forma cash flow, the balance sheet, and the profit and loss statement. Interviews with successful entrepreneurs provide information, stressing the importance of the entrepreneur's role as an expert on the business itself during financial planning.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$375.

#### Management: The Small Businessman. Dr. R. Gary Dean, Dana College, 1976.

This series of three 30 minute lessons examines ways the entrepreneur can use accounting principles to control expenses. Interview segments with a successful druggist emphasize points of the lessons. Lesson I outline ways to compile readily available information to compare with industry averages. Lesson II shows interrelationships between the various expense categories - decisions in one area have immediate impact on the others. Lesson III shows ways to maintain control over inventory, turnover, accounts receivable, return on sales, and return on investment while maintaining service to customers. College level.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
Rental  
\$30.00 per lesson per 7 day  
period.  
Purchase  
\$225.00 per lesson.  
Lease arrangements available.  
Three-day preview for  
anticipated purchase.

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Managing Cash Flow

Self instructional workbook-cassette program. Takes about six hours to complete. It shows how to combine accounting and operating data to produce a comprehensive picture of cash flow, how to minimize the cost of credit, and how to determine and maintain optimum levels of cash, receivables, and inventory. Topics include: The Nature of financial work; Working capital, cas., and marketable securities; Accounts receivable; Reasons for inventories; Inventory policies and rules; The actual planning, The plan as a control tool; Borrowing from banks; Nonbank sources of short-term funds; Intermediate-term credit; and Making the Short-term financial decision.

American Management  
Association Extension  
Institute  
135 West 50th St.  
New York, NY 10020  
(212) 903-8040  
Cassette  
\$155.00 (non-members)  
\$145.00 (members)  
Workbooks  
\$20.00 (non-members)  
\$18.00 (members)

Money Talks. 27 1/2 min. 16mm film, 3/4", 1/2"  
Beta and VHS.

Film presents history of U.S. taxes from colonial times to post-World War II.

Public Affairs Officer  
local IRS office  
Free.

Planning for Success. University of North  
Carolina Video tapes.

Four separate 3/4" color video cassettes which run 30 min. each. A manual accompanies the series, supplementing important points.

Media Processing Section  
N.C. Dept. of Com. Colleges  
100 S. Harrington St.  
Raleigh, NC 27611  
\$20.00 each

"Financing" covers types of loans, making accurate business projections, information needed in business plan to obtain financing, and sources of financing.

PS03

"Money Management" emphasizes all facets of managing cash flow and the record keeping systems that will minimize problems.

PS04

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

Taking Care Of Business. 28 min. 3/4", 1/2" Beta and VHS.

Federal tax responsibilities of small business owners including organizing business for tax purposes, recordkeeping, accounting methods, filing of business tax returns, and payment of employment taxes are all explained.

Public Affairs Officer  
local IRS office  
Free.

Topics in Small Business Management. Richard M. Hodgetts, Florida International University and Pamela Keel, Northern Virginia Community College, 1981.

This series of 15 half-hour television segments covers the essential aspects of planning and operating a small business. Each self-contained lesson explores several related topics in dramatic scenarios.

The two topics relative to financial planning are: 2) financing small business, 3) analyzing the financial health of a small business. See the comprehensive section for a listing of all topics.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
Rental \$30.00 per lesson per  
7 day period  
Purchase \$225.00 per lesson

A Vital Service. 9 1/2 min. 16mm film and 3/4" videocassettes.

Film enlists groups and organizations into the Volunteer Income Tax Assistance (VIAT) Program to help low-income, non-English speaking and handicapped with their tax forms.

Public Affairs Officer  
local IRS office  
Free.

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Participant Activities

#### Achieving Success in Small Business: A Competency-Based Educational Program for Persons Interested in Small Business Ownership.

This set of 12 self-instructional modules is designed to help entrepreneurs develop managerial competencies. Each module contains an audio-tape, learning activities, reading list, and reference materials. The 12 modules are: 1) success in small business; 2) determining capital needs; 3) estimating your business potential; 4) creating an effective business image; 5) developing your sales promotion plan; 6) developing ads that produce results; 7) improving profits through effective management; 8) improving employee selection, training, and supervision; 9) merchandising; business records; 10) assessing the health of your business; and, 11) protection for you and your business. Comes in a 3-ring vinyl binder with tabs and cassette holder.

Vocational Studies Center  
Publication Unit  
265 Educational Sciences  
Building  
1025 W. Johnson St.  
Madison, WI 53706  
(608) 263-4357  
#ETC150  
\$75.00

#### The Accounting Simulation.

Trainees manage a firm manufacturing several products and marketing them through several regional operations. Generates a wealth of accounting reports used to identify profitable and unprofitable product lines, sales, regions, and manufacturing departments as well as employee productivity. A wide range of marketing, production, and financial decisions must be made. Five 2 hour periods can be completed in 2 days. Can accommodate 7 trainees per simulation.

Simtek  
P.O. Box 109  
Cambridge, MA 02139  
(617) 232-5020  
This is a computer assisted simulation — contact the company for costs and details.

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Busop

A simulation to familiarize the trainees with marketing, production, and financial functions. Trainees are asked to develop and implement a consistent strategy for a simple manufacturing firm that will have the appropriate combination of product quality and selling price. Good for introductory business management. Each simulated company has 2 trainees working five decision periods of 30 minutes each.

Simtek  
P.O. Box 109  
Cambridge, MA 02139  
(617) 232-5020  
This is a computer assisted simulation — contact the company for costs and details.

#### Finance.

For non-financial managers. The player, as a division manager, uses financial measures such as net profit ratio, inventory turnover, current ratio, to analyze quarterly financial statements for company. Afterwards the manager makes financial recommendations for borrowing working capital, increasing inventory, etc. Game scoring supplies quarterly feedback on analysis and recommendations.

Educational Research  
P.O. Box 4205  
Warren, NJ 07060  
\$8.95  
quantity discount  
available

#### Financial Management Game

Participants use fundamental tools of financial management, including cost of capital, time value of money, and present value analysis. Trainees choose between capital improvement options, finance plant expansion, buy and sell securities, obtain long-term loans, issue or retire debentures, issue common stock, and pay dividends. Six trainees work 5 1/2-hour decision periods in two days.

Simtek  
P.O. Box 109  
Cambridge, MA 02139  
(617) 232-5020  
This is a computer assisted simulation — contact the company for costs and details.

#### Game of Accounts

This self-instructional game is designed to show the relationship of the two major financial statements, the Income Statement and the Balance Sheet.

Adolph Sitkiewicz, CPA, CMA  
601 West Golf Road  
Prospect, IL 60056  
\$20.00

## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Managing a Dynamic Small Business.

Participants act as operating managers of a small firm selling two products in a decentralized, seasonal industry. Total employment in the firm is under 20 people. Provides an in-depth look at small business operations to identify common problems and key success factors. Decisions include price, production, sales expense, advertising, materials purchased, shifts, number of machines, working hours per week, sales commissions, OEM contracts, financial investment decisions, etc. Four trainees per simulated company make 5 decisions of 1-hour each.

Simtek  
P.O. Box 109  
Cambridge, MA 02139  
(617) 232-5020

This is a computer assisted simulation — contact the company for costs and details.

#### Marketing A New Product

Participants become product managers of competing firms about to introduce similar, frequently purchased consumer products. They purchase and analyze marketing and financial information, set objectives and strategy, select product features, select advertising copy, launch their advertising campaign, and allocate sales promotion efforts. Three trainees per simulated company work together. Six decision periods of 1-hour each within a 1-day seminar.

Simtek  
P.O. Box 109  
Cambridge MA 02139  
(617) 232-5020

This is a computer assisted simulation — contact the company for costs and details.



## FINANCIAL MANAGEMENT AND RECORDKEEPING

### Classification/Description

### Ordering Information

#### Video Gallery Sales and Service: An Automated Accounting Simulation. Klooster and Allen.

"Employs" students in a wholesale video supply company which specializes in selling and servicing video equipment. Students use the microcomputer to process accounting transactions which involve purchases and sales on accounts, correcting and adjusting entries, sales discounts, credit terms, and purchase discounts. The diskettes include a chart of accounts, a customer file, and opening account balances. Can be used with introductory accounting texts.

South-Western Publishing Co.  
5101 Madison Road  
Cincinnati, OH 45227  
(513) 271-8811

B17 Text-Workbook  
\$2.25 (free with order)  
B176-3 Individual Diskette,  
TRS-80 Model III and Model  
4, 48K Minimum

B177-3 Individual Diskette,  
Apple II Plus and Apple  
IIe, 48K Minimum  
\$37.50

B176-3D Driver Diskette,  
TRS-80 Model III and Model  
4, 48K Minimum  
\$59.50

B177-3D Driver Diskette,  
Apple II Plus and Apple  
IIe, 48K Minimum  
\$59.50

B176-4 Network Diskette,  
TRS-80 Network 3, 48K Host  
Station, 48K Slave Stations  
\$250.00

B178-1 Individual Diskette,  
IBM PC  
\$37.50

B178-1D Driver Diskette, IBM  
PC  
\$59.50

## PURCHASING AND INVENTORY CONTROL

### Classification/Description

### Ordering Information

#### Printed Materials

#### Fundamentals of Inventory Management and Control

This course provides anyone responsible for inventory, control, purchasing, and distribution with an asset-management approach to inventory to help understand the impact of inventories on the financial health of the company. Learn to: analyze the effects of inventory decisions; use inventory to improve resource use and customer satisfaction; measure inventory accuracy; choose appropriate methods of triggering replacement orders; and develop simple, low-cost policies for safety stock levels.

American Management  
Associations  
Att: Ellie McKenney  
Extension INStituTe  
135 West 50th St.  
New York, NY 10124  
\$98.95  
\$79.95 AMA members.

#### Inventory Management.

Key topics: Planning and forecasting needs, Purchases and supplies, Methods of inventory management...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#FT-5  
\$27.00 Canadian

#### Purchasing.

Key topics: Purchasing and profits, Setting purchasing specifications, How much to purchase? Selecting suppliers, Value analysis, Purchasing outside Canada...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#G-3  
\$27.00 Canadian

## PURCHASING AND INVENTORY CONTROL

### Classification/Description

### Ordering Information

Small Business Management and Ownership.  
Vol. 2. Something Ventured, Something  
Gained: An Advanced Curriculum for Small  
Business Management. CRC Education and  
Human Development, Inc.

Curriculum designed to provide high school students with structured decision making skills essential to daily operation of a small business. Discusses requirements for running a business: personal skills, types of outside expertise needed, and contacts (e.g. vendors) needed. Units include setting up, marketing, location, promotion, systems and records, pricing, business policies and relationships, organizational structure, financing, and field test and review. Secondary, post-secondary level.

U.S. Government Printing  
Office  
Washington, D.C. 20402  
Stock # 017-080-02002-5  
\$9.50

### Audio Visual

#### Inventory Control For Manufacturers.

The 12 minute film shows that inventory control can be viewed as meeting three objectives. The first is the purchasing of sufficient raw materials to satisfy production needs and, in turn, to meet sales. The second is the establishment of proper levels of inventory so as to ensure stock on hand to meet increased demand or to compensate for delays in replenishing either raw materials or finished goods. The third objective is to ensure that the investment in inventory is not excessive so as to avoid cash flow shortages, unnecessary borrowing, and the costs of carrying too large an inventory. To understand the role or place of inventory control in the manufacturing process, the film examines the three types of inventory carried by the average manufacturer.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$280.00

## PURCHASING AND INVENTORY CONTROL

### Classification/Description

### Ordering Information

**Management: The Small Businessman.**  
**Dr. R. Gary Dean, Dana College, 1976.**

This series of three 30 minute lessons examines ways the entrepreneur can use accounting principles to control expenses. Interview segments with a successful druggist emphasize points of the lessons. Lesson I outlines ways to compile readily available information to compare with industry averages. Lesson II shows interrelationships between the various expense categories - decisions in one area have immediate impact on the others. Lesson III shows ways to maintain control over inventory, turnover, accounts receivable, return on sales, and return on investment while maintaining service to customers. College level.

**NETCHE Videotape Library**  
**P.O. Box 83111**  
**Lincoln, NE 68501**  
**(402) 472-3611**  
**Rental**  
**\$30 per lesson per 7 day**  
**period.**  
**Purchase**  
**\$225 per lesson.**  
**Lease arrangements available.**  
**Three-day preview for**  
**anticipated purchase.**

### Merchandise Control for Retailers.

The 14 minute film shows that there are four major elements in retail merchandise control. The first is to determine what to sell based on knowledge of customers' wants and needs, merchandise knowledge and purchasing budget. Secondly to seek out and select the right supplier. The third involves procedures for receiving, checking and storing merchandise. The fourth requires proper control of merchandise in stock. The film covers these essential concerns and concludes by showing that in order to maximize profits and investment, merchandise control is essential.

**Beacon Films**  
**P.O. Box 575**  
**Norwood, MA 02062**  
**(617) 762-0811**  
**\$325.00**

## PURCHASING AND INVENTORY CONTROL

Classification/Description

Ordering Information

### Participant Activities

#### Materials Inventory Management Game.

To illustrate the use of the Economic Order Quantity formula in inventory control and some very simple demand forecasting. Useful for introducing the problem of reordering and EOQ to inexperienced people./ Roles: material planners./ Playing time: flexible./ Three to five players to a team; any number of teams can play simultaneously./ Meeting Leader's Guide included.

Didactic Systems, Inc.  
Box 457  
Cranford, NJ 07016  
\$10.50 5-participant set

#### Procurement Management: A Didactic Simulation Game. Cranford, NJ: Didactic Systems, Inc., 1975.

Designed to provide an opportunity to exchange ideas on, and to practice, the application of concepts and techniques of effective procurement management. Includes needs analysis, supplier selection, negotiation objective setting, bids, cost-price analysis and follow-ups.

Didactic Systems, Inc.  
Box 457  
Cranford, NJ 07016  
(201) 272-5004  
\$24.90 - 5 booklet set.  
\$22.50 - 2 or more sets.

## LEGAL AND RISK MANAGEMENT

### Classification/Description

### Ordering Information

#### Printed Materials

#### Program for Acquiring Competence in Entrepreneurship (PACE).

- 9) Dealing with Legal Issues
- 10) Complying with Government Regulations
- 18) Protecting the Business

The National Center for  
Research in Vocational  
Education  
National Center  
Publications, Box F  
1960 Kenny Road  
Columbus, OH 43210

\*See comprehensive section for  
detailed description, costs and  
ordering information.

#### Business Management and Ownership.

These materials explore the planning, organizing, leading and controlling functions of supervisory management. Units are economics of free enterprise, principles of management, store layout and security, merchandising, credit services, and personnel management. The last four units provide small business ownership information.

State Department of Vocational  
and Technical Education  
CIMC/Resale Division  
1500 West Seventh Ave.  
Stillwater, OK 74074  
DE1013 Teacher Manual  
\$29.00  
DE3013 Student Manual  
\$21.50  
DE5000 Binder  
\$5.00  
DE8013 Transparencies  
\$16.50  
DE6013 Competency profile  
(25/pkg.) \$8.00

## LEGAL AND RISK MANAGEMENT

### Classification/Description

### Ordering Information

#### Steps To Starting A Small Business for High School Students.

Contains 14 sessions outlining steps needed to start a business. Designed to use community resource people to present material. Included are teaching outline student section, and bibliography. Can be adapted for post-secondary and adult education audiences. Opportunities in small business, capital, legal and tax aspects, insurance, marketing and marketing research, selecting a location and planning physical layout, merchandise cycle, capital outlay in estimating cash flow, developing cash flow statement, professional services records, personnel management, and visit with loan officer.

Vocational Studies Center  
Publication Unit  
265 Educational Sciences  
Building  
1025 W. Johnson St.  
Madison, WI 53706  
(608) 263-4357  
# ETC 200  
\$15.00

#### Workforce. 1983.

Six guidebooks for use in self-study or trainer-led groups help small business owners make young, entry-level workers productive and competent. Guides include: "Who's There" -- interviewing techniques; "Starting Up" -- training workers quickly; "Do You Hear What I Hear" -- communicating with employees; "Untying the Knots" -- problem solving; "Moving Along" -- ways to get the most out of your workers; "Why Not Me?" -- how to build a productive team with women in non-traditional jobs.

National Child Labor  
Committee  
1501 Broadway, Room 1111  
New York, NY 10036  
(212) 840-1801  
\$2.00 each  
\$15.00/set of 6

## LEGAL AND RISK MANAGEMENT

### Classification/Description

### Ordering Information

#### Audio Visual

#### Insurance Needs For A Small Business. Film. 19 min.

The Management Clinic Series dramatizes case studies to examine operating procedures and solve problems. Risk is an inescapable fact of business life. Losses from theft, accident, and injury can put the most professional operation on the ropes. The program looks at the different types of business insurance and loss prevention programs to guard against this. The case of a clothing manufacturer is studied in detail to illustrate the basic principles.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$395.

#### An Introduction to Risk Management and Business Insurance. Sound film strip.

Contains information on identifying and analyzing loss potential in business. Discusses ways to control losses and minimize risk. Contains instructor guide.

Insurance Information Institute  
Education Dept.  
110 William St.  
New York, NY 10038  
\$10.00

#### RISKS AND FORECASTING. 10 min., black and white

Details the procedures for calculating the chief risks in a new enterprise. Forecast includes: 1) analysis of product as to physical appearance, production requirements and commercial uses. 2) market surveys to determine demand, 3) estimates of production requirements, and 4) probable relation of production costs and sales income. Actual production is approved on the basis of a completed favorable forecast.

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(212) 331-1045  
\$15.00 one day  
\$30.00 one week



## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

#### Printed Materials

##### Business Management and Ownership.

These materials explore the planning, organizing, leading and controlling functions of supervisory management. Units are economics of free enterprise, principles of management, store layout and security, merchandising, credit services, and personnel management. The last four units provide small business ownership information.

State Department of Vocational  
and Technical Education  
CIMC/Resale Division  
1500 West Seventh Ave.  
Stillwater, OK 74074  
DE1013 Teacher Manual  
\$29.00  
DE3013 Student Manual  
\$21.50  
DE5000 Binder  
\$5.00  
DE8013 Transparencies  
\$16.50  
DE6013 Competency profile  
(25/pkg.) \$8.00

##### Communication and Interpersonal Relations

A course for managers and salespeople who want to improve their communications skills. Key topics: Leadership training, Group relationships and conflicts, Negotiation, Increasing interpersonal expertise...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#MT-3  
\$27.00 Canadian

##### People Management: Tools and Techniques.

This course will show you how to develop a complete people management program for your business. A personnel portfolio, with useful personnel forms, is included. Key topics: Selecting the winners, Training for better performance, Compensating employees, Maximizing employees' potential...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#MT-4  
\$27.00 Canadian

## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

#### Program for Acquiring Competence in Entrepreneurship (PACE).

12) Managing Human Resources.

The National Center for  
Research in Vocational  
Education  
National Center  
Publications, Box F  
1960 Kenny Road  
Columbus, OH 43210

#### Training for First Line Supervisors.

Here's a complete and comprehensive package for those with supervisory responsibilities. This flexible series is comprised of 72 modules that cover many useful subject areas - from the role of the supervisor to scheduling staff. The modules can be grouped into many topics, including: Improving productivity, Budgets, Managing the workload, Decision making and problem solving, Leadership, Motivation, Performance appraisal, The staffing function, The training function, Labour relations, Safety, Communications skills, etc.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#SV  
\$27.00 Canadian

## HUMAN RESOURCES MANAGEMENT (Personnel)

Classification/Description

Ordering Information

### Audio Visual

#### ALTERNATIVES TO DISCHARGE: A Case Study. 14 min.

Is discharge the most profitable way to deal with a problem employee? This film dramatizes an actual conflict between an employee and a foreman. A crisis is reached when the company must decide whether the worker should be retained or discharged. This film will increase every manager's awareness of the value of any employee as a company asset.

Sallanger Films  
1635 Twelfth Street  
Santa Monica, CA 90404  
call collect (213) 450-1300

#### THE CASE OF THE SNARLED PARKING LOT. 22 min., color.

This film deals with snarled supervision and tangled management—and the four top traps that have led to this situation are clearly exposed in this case study: Tangled Priorities; The Clouded Communication; The Puppet; The Snap Decision. This can be used to supplement your own program or as a self standing program facilitated by a comprehensive leaders guide.

CRM/McGraw-Hill  
P.O. Box 641  
Del Mar, CA 92014-9988  
Purchase: \$425.00  
Rental: \$95.00  
Free preview.

#### A CASE OF WORKING SMARTER, NOT HARDER. 16 min., Color.

This true-life case study provides a practical role-model how-to lesson for supervisors and managers who are uncertain about how to delegate...and it makes clear the difference between delegating and dumping. It can be used as a meeting opener or as a self standing workshop which you facilitate with a comprehensive leaders guide.

CRM/McGraw-Hill  
Marketing Manager, 4th Fl.  
Training & Development Div.  
1221 Avenue of the Americas  
New York, NY 10020  
Purchase: \$425.00  
Rental: \$95.00  
Free preview.

## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

#### CASE STUDIES in COMMUNICATION. 18 min.

Effective communication skills are crucial to managers, supervisors, or anyone who deals with people. This film presents two dramatized case histories illustrating the major barriers to effective communication: (1) the way we see ourselves (our image); (2) the way we see others (perceptual screen). It demonstrates some of the ways in which our assumptions distort our perception of people and situations, resulting in a breakdown of communication.

Sallenger Films  
1635 Twelfth Street  
Santa Monica, CA 90404  
call collect (213) 450-1300  
Lease/purchase: \$455.00  
Rental \$125.00

#### THE CHALLENGE OF MANAGEMENT.

American Business System. 29 min., black and white, 16mm.

..."Knowing exactly what you want men/women to do and then seeing to it that they do it the best and cheapest way"...this statement is taken as a starting point in exploring the nature and function of the business leader in relation to U.W. productivity. Three different types of managerial structures are examined: a laundry operated as a proprietorship, a filling station run as a partnership, and the Minnesota Mining and Manufacturing Company, a large corporation. Shows the responsibilities in welding land, labor, and capital into production capacity and in meeting the challenge of the market.

Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(212) 331-1045  
\$15.00

#### DECISIONS. 28 min., color.

Every supervisor and manager knows that decision-making is a constant part of the job. This CRM title provides an in-depth look at how we make decisions...and why they are often so difficult to make. "Decisions" cultivates the leader's self-confidence necessary for making decisions in an orderly, rational and timely manner.

CRM/McGraw-Hill  
P.O. Box 614  
Del Mar, CA 92014-9988  
Purchase: \$560.00  
Rental: \$95.00

## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

#### DELEGATING. 30 min., color.

Delegating is a key organization skill. With incisive scenarios, this film clearly illustrates the hidden traps in delegation, and shows basic steps for managers to follow to improve their productivity and efficiency.

CRM/McGraw-Hill  
P.O. Box 614  
Del Mar, CA 92014-9988  
Purchase: \$560.00  
Rental: \$95.00

#### DO IT NOW. 30 min., color

DO IT NOW examines what procrastination is and what causes it and suggests useful techniques to help you break the habit so that you spend your days doing the things that are most important for your job, your family and yourself.

The Cally Curtis Company  
1111 North Las Palmas Avenue  
Hollywood, CA 90038  
(213) 467-1101  
Purchase: \$550.00/16mm,  
Videotape \$525.00.  
Rental for 3 days \$120.00  
plus postage

#### THE EFFECTIVE USES OF POWER AND AUTHORITY. 32 min., color.

The most effective leaders are those aware of the ways in which power can be employed to influence subordinates. This film infuses your audience with a fundamental understanding of the "power of power." It's a lesson in developing the skills necessary for effective utilization of managerial power.

CRM/McGraw-Hill  
P.O. Box 614  
Del Mar, CA 92014-9988  
Purchase: \$560.00  
Rental: \$95.00

#### THE ELEPHANT. 6 min.

A charming, animated, training film valuable to use as a session opener and discussion stimulator. THE ELEPHANT is a simple fable about: communication, perception, listening, problem solving, specialization, organizational development, human resource development and ...an elephant.

Shallenger Films  
1635 Twelfth Street  
Santa Monica, CA 90404  
call collect (213) 450-1300  
Lease/purchase: \$175.00  
Rental \$60.00

## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

#### FACE TO FACE. 27 min., color.

Based on the popular book COACHING FOR IMPROVED WORK PERFORMANCE-- the film FACE TO FACE presents an unique step-by-step coaching process. Not just theory, but immediate and practical how-to techniques that managers can use when employees are not doing what they are supposed to do, or are doing something they shouldn't.

The Cally Curtis Company  
1111 North Las Palmas Avenue  
Hollywood, CA 90038  
(213) 467-1101  
Purchase: \$550.00/16mm,  
Videotape/\$525.00  
Rental for 3 days \$130.00

#### GOAL SETTING. 17 min.

To use your time most effectively and to reach a high level of achievement, it's important to know where you're going and how you're going to get there. The ability to set and achieve goals is one of the most important personal and professional skills anyone can acquire. This film explains and illustrates a simple step-by-step process for setting and achieving goals: get agreement and commitment, reduce goals to "bite size," state the goal in terms of measurable results, and initiate an "action plan."

Sallanger Films  
1635 Twelfth Street  
Santa Monica, CA 90404  
call collect (213) 450-1300

#### HIDDEN PAYROLL. 13 min., black and white, 16mm.

Explains the fringe benefits received from the "hidden payroll" such as pension plan, hospitalization, compensation, employee discounts, and stock participation.

Business Education Films  
7829 20th Avenue  
Brooklyn N.Y. 11214  
(212) 331-1045  
\$12.00

#### Management - Listening for Understanding and Work Redesign. University of Mid-America, 1981.

These two 30 minute college level programs are recommended for use in business, management, psychology, and communications courses. They are also effective in management training, resource development, and personnel training programs. Listening for Understanding shows the importance of effective communication in successful management. Work Redesign introduces the highly respected Hackman/Oldham model of work redesign.

Great Plains National  
Instructional Television  
Library (GPN)  
Box 80669  
Lincoln, NE 68501  
toll free 1-800-228-4630  
Rental  
\$35 (VC), \$40 (Film)  
Purchase  
\$245 (VC), \$395 (Film)

## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

#### NON-VERBAL COMMUNICATION. 15 min.

What we don't say is frequently louder than what we do say. We constantly give and receive non-verbal messages, often revealing our attitudes and feelings before we say a single word. This film helps develop a greater awareness of the non-verbal messages we all send and helps us become more aware of the non-verbal messages sent by others. The film was prepared in collaboration with Dr. Albert Mehrabian, author of *The Silent Messages*.

Sallenger Films  
1635 Twelfth Street  
Santa Monica, CA 90404  
call collect (213) 450 1300  
Lease/purchase: \$495.00  
Rental \$125.00

#### ON YOUR OWN. 7 min., Color

A film with a strong message in a short time frame. **ON YOUR OWN** parallels how thoroughbred horses are trained to run the races of their lives with how we must train ourselves to run the daily races of our lives. This film is designed to demonstrate to individuals that they are their own trainer and motivator.

The Cally Curtis Company  
1111 North Las Palmas Avenue  
Hollywood, CA 90038  
(213) 467-1101  
Purchase/Lease:  
\$275.00/16 mm,  
Videotape/\$250.00  
Rental for three days \$75.00  
plus postage

#### OPEN THE DOOR. 28 min., color.

**OPEN THE DOOR** is useful as an integral part in all programs dealing with the roles managers play...directing, counseling, motivating, interviewing, delegating, problem solving, doing performance appraisals, negotiating, decision making and conflict management.

The Cally Curtis Company  
1111 North Las Palmas Avenue  
Hollywood, CA 90038  
(213) 467-1101  
Purchase: \$550.00/16 mm,  
Videotape/\$525.00.  
Three day rental \$130.00  
plus postage

#### PASS IT ON!: How to Prevent Mistakes and Misunderstandings. (11 minutes, color)

**PASS IT ON!** points out that unclear or misunderstood messages or instructions or meanings cost us dearly in loss of time and energy and in frustration. We spend hours putting out fires and correcting mistakes caused by misunderstandings.

The Cally Curtis Company  
1111 North Las Palmas Avenue  
Hollywood, CA 90038  
(213) 467-1101  
Purchase: \$325.00/16mm,  
Videotape/\$300.00.  
Rental for 3 days \$100.00  
all plus postage.

## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

#### PERFORMANCE APPRAISAL: THE HUMAN DYNAMICS. 25 min., color.

This film shows how managers in major organizations have learned skills and techniques of improved interpersonal relations to make performance appraisal sessions rewarding for both manager and employee. Utilizing open dialogue, these evaluations become a regenerative source of creative feedback for both parties.

CRM/McGraw-Hill  
P.O. Box 641  
Del Mar, CA 92014-9988

#### THE POWER OF LISTENING. 26 min., color.

Speaking is only one-half of communication ...listening is the other half without which there is no communication. CRM brings you this fast-paced film with Dr. Anthony Alesandra showing your managers and supervisors how improved productivity results from learning the how-to of active listening.

CRM/McGraw-Hill  
P.O. Box 641  
Del Mar, CA 92014-9988  
Purchase: \$560.00  
Rental: \$95.00

#### PRODUCTIVITY: It's a Personal Matter. 19 min.

PRODUCTIVITY explores the basic idea of "work"...what it means to people, how its meaning has changed for many of us, and how that change has hurt us...and how we probably need to re-discover the value of work...for our own individual benefit as well as that of our company and our country. PRODUCTIVITY examines the negative attitudes people have toward work which block their productivity. We are still--contrary to popular belief--the most productive workers in the world and the statistics prove it. But our productivity has been slipping while that of other workers in other countries has been rising.

Sallenger Films  
1635 Twelfth Street  
Santa Monica, CA 90404  
call collect (213) 450-1300  
Lease/Purchase: \$535.00  
Rental \$125.00



## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

#### SATISFACTION: A JOB WELL DONE. 9 min.

In this segment from On the Road with Charles Kuralt, Kuralt interviews a shipbuilder in Wisconsin. The film illustrates how a master craftsman motivates his employees by setting high standards, giving continuous honest feedback, and providing encouragement and praise. Analysis of this situation will enable managers to understand the concept of job satisfaction, to recognize the organizational barriers to establishing an environment conducive to job satisfaction, and to find ways of developing such environments in the real world.

Salenger Films  
1635 Twelfth Street  
Santa Monica, CA 90404  
call collect (213) 450-1300  
Purchase/Lease: \$350.00  
Rental \$125.00

#### SO WHO'S PERFECT? 14 min.

Giving and Receiving criticism is extremely difficult. This film explores some of the common mistakes most of us make in giving and receiving criticism. Then offers a simple step-by-step method for giving and receiving criticism productively.

Sallenger Films  
1635 Twelfth Street  
Santa Monica, CA 90404  
call collect (213) 450-1300  
Lease/Purchase: \$495.00  
Rental \$125.00

#### Topics in Small Business Management.

Richard M. Hodgetts, Florida International University and Pamela Keel, Northern Virginia Community College, 1981.

This series of 15 half-hour television segments covers the essential aspects of planning and operating a small business. Each self-contained lesson explores several related topics in dramatic scenarios. This flexible series can be used in seminars, mini courses, and college level courses. The lessons are 1) introduction to small business management, 2) financing small business, 3) analyzing the financial health of a small business, 4) marketing for the small business, 5) tips for a successful small business, 6) presentation of material to a group, 7) office communication skills, 8) customer contact skills, 9) the art of listening, 10) communication decisions to make at work, 11) relationships at work, 12) leadership skills, 13) common problems in small business, 14) more common problems in small business, and 15) importance of outside advice in small business.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
Rental: \$30.00 per lesson  
per 7 day period.  
Purchase: \$225.00 per lesson

## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

VERBAL COMMUNICATION. 24 min., black and white, 16mm.

Crisp animation, deft vignettes, and dramatized slices of organizational life are used to dissect verbal communication into its four basic elements -- speaker, language used, atmosphere, and the listener -- fundamentals of which every supervisor and manager should be aware.

CRM/McGraw-Hill  
P.O. Box 641  
Del Mar, CA 92014-9988  
Purchase: \$560.00  
Rental: \$95.00

### What Will Your New Venture Demand?

Film. 20 min.

The responsibilities of running a business fall into several categories of which the entrepreneur is only one. This film looks at managers, researchers, accountants, engineers, and other people whose skills are as essential to the success of a new venture as those of the entrepreneur. The film helps the individual assess what role is best for him. It challenges people to think about their own strengths and interests, to recognize the need for a division of responsibility, and to plan accordingly in making career choices.

Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
\$440.

### Participant Activities

#### Instruction

Zeros in on training skills. The game objective is to train a new employee in ten days. After organizing the program, the manager implements it by simulating instruction techniques, reinforcement methods, on-the-job coaching, etc. The manager's actions keep the program on track, or delay it, thus providing game "score." Each decision is analyzed to reinforce/upgrade manager's training skills.

Education Research  
P.O. Box 4205  
Warren, NJ 07060  
(201) 561-9344  
\$8.95  
quantity discounts available

## HUMAN RESOURCES MANAGEMENT (Personnel)

### Classification/Description

### Ordering Information

#### Performance Appraisal

Designed to assist manufacturing managers and supervisors in developing performance evaluation programs. Decisions involve: key result areas, setting performance indexes, negotiating specific standards of performance, and follow-up and evaluation. Roles: participants are plant managers and supervisors for a manufacturing company. Playing time: approximately three hours. Three to five players per team; the number of teams which can play simultaneously is unlimited.

Didatic Systems, Inc.  
Box 457  
Cranford, NJ 07016  
DSG-69  
\$24.90  
quantity discounts

#### Selection

Focuses on probing and interviewing skills by involving the manager in a selection situation. The player reviews job specs, plans and "conducts" four simulated job interviews, and selects one applicant. Game score is based on use of questions to uncover attitudes and qualifications, ability to interpret information, and the selection decision itself. Updated with Equal Employment Opportunity guidelines.

Education Research  
P.O. Box 4205  
Warren, NJ 07060  
(201) 561-9344  
\$8.95  
quantity discounts available

PROCUREMENT — Local, State, Federal & Subcontracting

Classification/Description

Ordering Information

Printed Materials

Bibliography of Procurement Education Materials.

Contains more than 1,000 entries in four media: books, pamphlets, articles, audiovisual educational/training materials. Contents tabbed under nine categories are: economics, accounting and finance, materials and operations, commercial law, overview of procurement process, preaward activities, postaward activities, special topics, and special considerations. Three ring binder format. Mostly for the procurement specialist but should be a help to entrepreneurs wishing to contract with local, state and the Federal governments.

National Contract Agreement  
Association  
6728 Old McLean Village Drive  
McLean, VA 22101  
#CAS-G  
\$35.00 + \$2.00 shipping/handling  
to members.

Doing Business with the Federal Government.

Explains government procurement policies, procedures, and programs. Contains information on which products and services each department or agency purchases as well as contract procedures and specifications.

Government Services  
Administration  
Business Service Center  
7th and D Streets, S.W.  
Room 1050  
Washington, D.C. 20407  
(202) 472-1804  
Also available from other  
Centers throughout the country  
(list attached).

Guide to the Defense Acquisition Regulation for  
Small Business, Small Disadvantaged Business,  
Women-Owned Business.

Explains the basic purchasing rules and regulations of the Defense Department and contains several excellent sources of marketing information.

U.S. Government Printing  
Office  
Superintendent of Documents  
Washington, D.C. 20402  
#N008-000-00357-2  
\$4.25

PROCUREMENT — Local, State, Federal & Subcontracting

Classification/Description

Ordering Information

Guide to Specifications, Standards and Commercial Item Descriptions of the Federal Government.

Provides information about requirements for quality, performance, and delivery of products and services the Government wishes to purchase.

Government Services  
Administration  
Business Service Center  
7th and D Streets, S.W.  
Room 1050  
Washington, D.C. 20407  
(202) 472-1804  
Free

Small Business Guide to Federal R and D Funding Opportunities.

Provides small businesses with information about opportunities for obtaining federal funding for research and development activities.

U.S. Government Printing  
Office  
Superintendent of Documents  
Washington, D.C. 20402  
#N038-000-00522-7  
\$6.00

State and Local Government Purchasing, 2nd Edition. Council of State Governments, National Association of State Purchasing Officials.

Study of state and local government purchasing processes. Topics include: competitive process, planning and scheduling, acquisition (specifications, competitive and non-competitive methods, bid evaluation and award), as well as a survey of selected procurement practices of state and local governments.

National Institute of  
Governmental Purchasing,  
Inc.  
115 Hillwood Ave., Suite 201  
Falls Church, VA 22046  
(703) 533-7300  
\$17.75 members  
\$21.00 non-members

Selling to the United States Government. Small Business Administration.

The small business firm's key to government contracting, discusses basic information needed in selling to the U.S. government. It describes ways the Small Business Administration helps small businesses over contracting difficulties.

U.S. Government Printing  
Office  
Superintendent of Documents  
Washington, D.C. 20402  
#N045-000-00160-1  
\$2.50

PROCUREMENT — Local, State, Federal & Subcontracting

Classification/Description

Ordering Information

Audio Visual

Harry and the Module. 25 min., 16mm Film. opt. sd., col. 1980. Producer USN, Sponsor, USN.

Through the use of cartoons, outlines the procedures that small businesses would use to bid on government contracts.

Title No. 381840/RG  
\$215.00

Popularity Storage - Planning the Storage Layout. 20 min., 16mm Film. opt. sd., col. 1958. Producer USN, Sponsor USN.

Shows storage space, layout, control of space, material positioning, and design of a stock location system.

Title No. 007012/RG  
\$175.00

Popularity Storage - Principles of Stock Positioning. 18 min., 16mm Film. opt. sd., col. 1958. Producer USN, Sponsor USN.

Shows basic principles of popularity storage: demand, similarity, size, characteristics, and the advantage of stock positioning at all levels of the supply system.

Title No. 006613/RG  
\$155.00

Participant Activities

Procurement Management

To help participants exchange ideas on the various steps in the procurement cycle, and on the responsibilities of the buyer in that cycle. Decisions involve procurement objectives, determining quality and quantity requirements, selection of suppliers, purchasing problems and opportunities. Roles: participants are newly-appointed procurement managers. Playing time: approximately three hours. Three to five players per team; the number of teams which can play simultaneously is unlimited.

Didatic Systems, Inc.  
Box 457  
Cranford, NJ 07016  
DSG-78  
\$24.90  
Quantity discounts.

## MICROCOMPUTER USE

Classification/Description

Ordering Information

### Printed Materials

#### The BASICS of Small Computer Systems.

A timely course that will help you determine your needs, evaluate the alternatives, select and implement a small computer system. Key topics: The nuts and bolts of computers, Do you really need a computer? Shopping for software, Shopping for hardware, Implementing and beyond, Safety and safeguards, Upgrading your system ...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#G-2  
\$27.00 Canadian

#### Computer Awareness. Wood.

This text-workbook is a self-contained introduction to computers. Completion time is 30-45 hours. A competency-based format is used. Practice exercises help to divide the material into small learning units. Students will develop an understanding of the basic terminology and concepts of computer science. A chapter test is available for each of the 10 chapters and is located in the Teacher's Manual.

South-Western Publishing Co.  
5101 Madison Road  
Cincinnati, OH 45227  
(513) 271-8811  
J13 Text Workbook  
\$5.57  
J13M Teacher's manual  
free with order.

#### How to Buy and Use Small Business Computers.

This home study course provides information on the capabilities and limitations of microcomputers. The material covers the following topics: overview of small business computer systems, hardware, software, evaluating and selecting small business computers, financial and legal.

American Management  
Associations  
ATTN: Ellie McKenney  
Extension Institute  
135 West 50th Street  
New York, NY 10124  
\$79.94 (members)  
\$89.95 (non-members)

## MICROCOMPUTER USE

### Classification/Description

### Ordering Information

Managing Information and Records for Small Business. Richard C. Farrell and May L. Farrell, Univ. of Wisconsin, 1984.

Self-study course which demonstrates the importance of selecting vital data and managing the information to maintain a viable business. In Chapter 1, participants learn about costs of managing information and kinds of information necessary for profitable business operation, and the kinds of records necessary to establish legal and financial status of the business. Chapter 2 deals with creation of records - subject, content, timeliness, forms development, and record efficiency. Chapter 3 contains procedures for records management - retention decisions, storage, and destruction. Chapter 4 presents basic accounting methods, financial statements, and accounting systems. Chapter 5 deals with the use and benefits of microcomputers in records management. Contains packet of sample forms.

Microcomputers in Small Business. Betty Heath and William G. Camp. 1984.

This 94 page booklet demonstrates how microcomputers can perform management tasks and teach management concepts and skills in the small business setting. Provides an extensive matrix of software for the three top-selling microcomputers. Reviews 48 software packages especially applicable to small business needs. Lists relevant business software sources, journals and books. Useful for instructors and as self study for students.

Univ. of Wisconsin -  
Extension Small Business  
Development Center  
432 N. Lake St., Rm. 231  
Madison, WI 53706  
(608) 262-4876

The National Center for  
Research in Vocational  
Education  
Box C  
National Center Publications  
1960 Kenny Road  
Columbus, Ohio 43210  
800-848-4815  
\$6.50



## MICROCOMPUTER USE

Classification/Description

Ordering Information

### Audio Visual

#### Automated Accounting for the Microcomputer. Allen and Klooster

With this stand-alone integrated automated accounting package, a student can now use a microcomputer to process accounting data. Each student should have the text-workbook and one diskette. The approximate time needed by a student to complete the entire package is 80-90 hours. This product covers the major components of a computerized accounting system - general ledger, accounts receivable, accounts payable, and payroll. Teacher's Manual for B398 and Diskettes: B398M. A backup diskette is automatically included for each diskette ordered.

South-Western Publishing Co.  
5101 Madison Road  
Cincinnati, OH 45227  
(513) 271-8811

B398 Text Workbook  
\$7.18  
B396-1 Individual Diskette,  
TRS-80, Model I, 32K  
Minimum  
\$37.50  
B396-3 Individual Diskette,  
TRS-80, Model III and  
Model 4, 32K Minimum  
\$37.50  
B397-2 Individual Diskette,  
Apple II Plus, DOS 3.2,  
32K Minimum  
\$37.50  
B397-3 Individual Diskette,  
Apple II Plus and Apple  
IIe, DOS 3.3, 32K Minimum  
\$37.50  
B396-3D Driver Diskette,  
TRS-80, Model III and  
Model 4, 32K Minimum  
\$59.50  
B397-3D Driver Diskette,  
Apple II Plus and Apple  
IIe, DOS 3.3, 32K Minimum  
\$59.50

B396-4 Network Diskette,  
TRS-80, Midel III and  
Model 4, 48K Minimum Host  
Station, 32K Minimum Slave  
Stations  
\$250.00  
B397-4C Apple Corvus System,  
32K Stations  
\$695.00  
B398-1 Individual Diskette,  
IBM PC  
\$37.50  
B398-1D Driver Diskette, IBM  
PC  
\$59.50  
B399-1 Individual Diskette,  
Commodore Model 4032 and  
Model 64  
\$37.50  
B399-1D Driver Diskette,  
Commodore Model 4032 and  
Model 64  
\$59.50  
B395-1 Individual Diskette,  
Monroe, Model OC8820  
\$37.50  
B395-1D Driver Diskette,  
Monroe, Model OC8820  
\$59.50

## MICROCOMPUTER USE

### Classification/Description

### Ordering Information

#### Business Computing...Cut Down To Size.

Evolution 1, - Electronic Data Systems, 1980.

Five video cassette lessons, ranging in length from 15 to 27 minutes, offer a solid base of knowledge of computers in business and explain the relationship between computers and various job functions within an organization. Lessons include 1) applications and types of small computers and their integration into a business, 2) guidelines on determining capabilities of computer systems (size, storage, maintenance), 3) comparisons of elements of programming languages, 4) types, applications and choice of software, 5) elements of data reliability and accuracy and safeguarding needs. College and postsecondary levels.

Great Plains National  
Instructional Television  
Library (GPN)  
Box 80669  
Lincoln, NE 68501  
toll free 800-228-4630  
\$25.00 per program.  
\$3.00 text booklet for series

#### Computers in Business

This video tape shows applications of concepts on a variety of computer systems with data processing professionals and leaders in the subject field. Contents are accounting, finance, management information systems, sales and marketing, and manufacturing. Each type of application is filmed on location. Dialogues and telemotion is used to present and reinforce key concepts. Contains 1 videotape and 1 student guide. The student guide contains lesson summaries, key terms, reading assignments, and self quizzes. This is one in a series of 16 videotapes which presents an entire video course, Computers at Work. The 15 hour course covers evaluation of computers, the computer system, hardware and software, sequential processing applications, direct access applications, systems development: a case study, computers in society, teleprocessing systems, database processing systems, micro-computers (home and office), the automated office, computer crime and security, computer careers and your future.

Lansford Publishing Co., Inc.  
P.O. Box 8711  
San Jose, CA 95155  
(408) 287-3105  
#1724  
\$295.00  
\$19.95 additional instructor guide  
\$10.95 student guide  
#1733 Computers at Work: A  
Complete Video Course  
\$4,300  
1 instructor's guide  
15 video tapes  
10 student guides.

## MICROCOMPUTER USE

### Classification/Description

### Ordering Information

#### Data Entry Activities for the Microcomputer. Brix and Clark.

Students work through 10 business activities using the diskette. Information is recorded and the student receives back the accuracy percentage, types of errors made in entering information, and the words per minute in recording the information. This package may be used in data processing, data entry, marketing, distributive education classes, etc.

South-Western Publishing Co.  
5101 Madison Road  
Cincinnati, OH 45227  
(513) 271-8811

J05M Teacher's manual  
(no cost)

J05 Text-Workbook  
\$4.16

J056-1 Diskette, TRS-80  
Model I, 32K Minimum  
\$59.50

J056-3 Diskette, TRS-80  
Model III and Model 4, 32K  
minimum  
\$59.50

J056-4 Network Diskette,  
TRS-80 Network 3, 48K Host  
Station, 48K Slave Stations  
\$250.00

J057-2 Diskette, Apple Plus,  
DOS 3.2, 32K Minimum  
\$59.50

J057-3 Diskette, Apple II  
Plus and Apple IIe, DOS  
3.3, 32K Minimum  
\$59.50

J058-1 Diskette, IBM PC  
\$59.50

#### How to Use Multiplan Software

Multimedia training program to increase the effective use of microcomputers in business. The 8-hour course is designed for self-instruction or classroom use.

Clarkson Gordon  
Educational Services  
P.O. Box 251 TD Centre  
Toronto, Ontario M5K 1J7  
Canada  
(416) 864-1234  
\$700.00 Canadian

## MICROCOMPUTER USE

### Classification/Description

### Ordering Information

**"How To Use Your Personal Computer In 10 Easy Video Lessons." Videocassette.**

Versions available for IBM PC, Apple II+, Apple IIe, Apple III. Specify Beta II or VHS.

Kennan Publishing Company  
150 Shoreline Hwy., Bldg. E  
Mill Valley, CA 94941  
\$69.50 + 6% Sales Tax in  
California.

Visa, MC call toll free  
1-800-428-7777  
in California call collect  
(415) 332-5828.

### How to Use Visicalc Software

Multimedia training program to increase the effective use of microcomputers in business. The 8-hour course is designed for self-instruction or classroom use.

Clarkson Gordon  
Educational Services  
P.O. Box 251 TD Centre  
Toronto, Ontario M5K 1J7  
Canada  
(416) 864-1234  
\$700.00 Canadian

### The Office Revolution. 1983.

This 26 minute lesson explores current trends in business that are transforming paper work handling. The basic features of word processors are described, and several office workers are interviewed. Future uses are commented on by manufacturers' representatives.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
Rental  
\$30 per lesson per 7 day  
period.  
Purchase  
\$225 per lesson  
Lease arrangement available.  
Three-day preview for  
anticipated purchases.

## MICROCOMPUTER USE

Classification/Description

Ordering Information

### Participant Activities

#### Video Gallery Sales and Service: An Automated Accounting Simulation. Klooster and Allen.

"Employs" students in a wholesale video supply company which specializes in selling and servicing video equipment. Students use the microcomputer to process accounting transactions which involve purchases and sales on accounts, correcting and adjusting entries, sales discounts, credit terms, and purchase discounts. The diskettes include a chart of accounts, a customer file, and opening account balances. Can be used with introductory accounting texts.

South-Western Publishing Co.  
5101 Madison Road  
Cincinnati, OH 45227  
(513) 271-8811

B17 Text-Workbook  
\$2.25 (free with order)  
B176-3 Individual Diskette,  
TRS-80 Model III and Model  
4, 48K Minimum

B177-3 Individual Diskette,  
Apple II Plus and Apple  
IIe, 48K Minimum  
\$37.50

B176-3D Driver Diskette,  
TRS-80 Model III and Model  
4, 48K Minimum  
\$59.50

B177-3D Driver Diskette,  
Apple II Plus and Apple  
IIe, 48K Minimum  
\$59.50

B176-4 Network Diskette,  
TRS-80 Network 3, 48K Host  
Station, 48K Slave Stations  
\$250.00

B178-1 Individual Diskette,  
IBM PC  
\$37.50

B178-1D Driver Diskette, IBM  
PC  
\$59.50

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

In this section you will find materials for training for either 1) Specific Businesses or 2) Special Small Business Training Materials designed for Targeted Groups.

While the purpose of this directory is to provide a resource to curriculum materials and instructor's guides, we miss an excellent opportunity to not make you aware of sources of resource materials that you might find very useful in preparing a course, a reading reference for your students or creating a small business library. One such source is a directory entitled ENTREPRENEURSHIP, it is an excellent listing of materials available on free loan from the ECN/IVCC. We have listed a few of the materials in this directory. You may want to write to them to obtain a complete directory. The address is: East Central Network/Illinois Vocational Curriculum Center, Sangamon State University, E-22, Springfield, IL 62708. (217) 786-6375

Many Professional and Trade Associations provide excellent training materials and offer workshops for their members in the Management of Specific Businesses. We have listed a few programs as samples. For information relative to a specific industry please check with The Encyclopedia of Associations, Gale Research Company, Book Tower, Detroit, Michigan 48226 (most libraries will have this publication).

### Classification/Description

### Ordering Information

#### Printed Materials

#### AGC-CIMC Commercial Carpentry Curriculum

Competency based curriculum has eleven sections consisting of one or more units of instruction. Sections are: safety, applying for job, leadership, related information (lumber, measuring, fasteners, tools, and equipment), site preparation and layout, forming, framing, exterior and interior finishing and trim. Instructor package contains 2 books, binders, transparencies, and 25 competency profiles.

Associated General  
Contractors of America,  
Inc.  
Box A  
1957 E Street, N.W.  
Washington, D.C. 20006  
#30 Instructor text  
\$125.00  
#31 Student text  
\$40.00  
quantity discounts available

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

### Classification/Description

### Ordering Information

Agricultural Business: A Curriculum Guide or Agricultural Education. Woodrow W. Wilkerson. 1975.

This material is useful in organizing a special program in agricultural management. 30p.

Virginia State Department of  
Education  
Agricultural Education  
Services  
Richmond, VA 23216  
630.4 WILK 1975-1

APAA Export Guide: A Step by Step Manual on Selling Your Products Abroad.

This how to manual on exporting not only answers basic questions about exporting but also covers in detail market conditions and specific facts needed for exporting automotive products to 28 different countries. This guide suggests which countries offer the most potential and ease of entry for aftermarket goods. Price includes forthcoming supplements.

Automotive Parts &  
Accessories Association  
5100 Forbes Blvd.  
Lanham, MD 20706  
(301) 459-9110  
\$35.00 APAA member  
\$55.00 non-member  
quantity discounts available

APPAREL SHOP ENTREPRENEURSHIP.

Kathryn M. Greenwood, M. Carlson and D. Mott.  
Oklahoma State University, Stillwater, OK 74074  
1977.

Contains learning packages on individual store plans, accounting and control packages, financial statements, buying and merchandising, store layout and fixturing, personnel, promotion and advertising and other activities. This material includes 18 learning packages.

East Central  
Network/Illinois \*\*  
Vocational Curriculum Center,  
Sangamon State University,  
E-22, Springfield, IL 62708  
(217)786-6375

These materials may be obtained  
on a 30 day loan program

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### Classification/Description

### Ordering Information

#### Apparel Shop Entrepreneurship. Instructional Material.

Contains five learning guides - introduction, accounting control, operations management, buying and merchandising, and advertising and promotion. Do-it-yourself learning materials to help develop realistic plans and to check out present procedures for your store.

Dr. Katherine Greenwood  
Center for Apparel Marketing  
& Merchandizing  
HEW 306  
Oklahoma State Univ.  
Stillwater, OK 74078  
\$50.00 for 5 learning guides.

Are Motels For You? Van R. Scoggin, W.E. (Bill) Hoyt, and Bill Swoboda, Jr. National Motel Brokers, P.O. Box 5446 3-37th Ave., San Mateo, CA 94402. 1977 61pp.

Includes general information about buying motels, motel records, motel values, motel operation and motels of the future.

East Central \*\*  
Network/Illinois  
Vocational Curriculum  
Center,  
Sangamon State University  
E.22, Springfield, IL 62708  
(217) 786-6375

These materials may be obtained  
on a 30 day loan program

#### ASTA's Accounting and Information System for Travel Agents - The Detailed Procedures Manual

For an efficient, concise approach to the travel agent's accounting needs, this manual developed by Touche Ross and Company is the perfect solution. It demonstrates the actual work flow of the system through use of source documents (invoices, receipts, checks) and summary forms. The system features total accounts receivable control critical to successful agency management.

American Society of Travel  
Agents (ASTA)  
4400 MacArthur Blvd., N.W.  
Washington, D.C. 20007  
\$20.00 member  
\$30.00 non-member



# MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

## Classification/Description

## Ordering Information

### Automotive Service Training & Job Skills Directory

Provides the necessary information for efficient automotive service facility operation. The three ring binder includes a job skills inventory, sources of available training materials, a roster of state trade and industrial education supervisors, a directory of colleges and independent trade schools offering automotive training and a service equipment bibliography.

Automotive Parts & Accessories Association  
5100 Forbes Blvd.  
Lanham, MD 20706  
(301) 459-9110  
\$35.00 APAA member  
\$55.00 non-member  
quantity discounts available

### Cleaning Services.

These materials provide a basic and comprehensive description of the cleaning business. The job sheets contain step-by-step instructions and clarifying photographs. The two-section volume contains instructional units in commercial and residential hotel/motel and hospital cleaning, clothing care, and business principles.

State Dept. of Vocational  
and Technical Education  
CIMC/Resale Division  
1500 West Seventh Avenue  
Stillwater, OK 74074

SP1007 Teacher Manual  
\$35.00  
SP3007 Student Manual  
\$34.75  
SP5000 Binder (each manual  
requires 2 binders)  
\$5.00 each  
SP8007 Transparencies  
\$7.00

### Cost Study for Printing Operations Up to 12 Employees.

This book explains how to tailor hourly cost formulas to a particular printing operation and gives hourly cost information on more than 100 types of printing equipment.

National Association of Printers  
and Lithographers (NAPL)  
780 Palisade Ave.  
Teaneck, NJ 07666  
B106  
\$15 (members)  
\$25 (non-members)

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### Classification/Description

### Ordering Information

#### Custom Sewing.

This one semester course of instruction was designed for students in home economics or clothing production management classes using the domestic sewing machine. Units include fabrics and textiles, pattern alteration, construction techniques, home products, alterations, and business principles in custom sewing.

State Dept. of Vocational  
and Technical Education  
CIMC/Resale Division  
1500 West Seventh Avenue  
Stillwater, OK 74074

HE1007 Teacher Manual  
\$14.00  
HE3006 Student Manual  
\$12.50  
HE5000 Binder  
\$5.00 each  
HE6006 Competency Profile  
\$13.00

#### Entrepreneurship Training Components: Getting Down To Business

Each module consists of student and teacher guides. The student sections include nine units with goals and objectives, a module summary, case studies, supporting text, individual and group activities, discussion questions, and a written quiz.

The Vocational Studies Center  
University of Wisconsin-  
Madison  
964 Educational Sciences  
Bldg.  
1025 West Johnson St.  
Madison, WI 53706

A separate instructor's guide for each module provides a list of goals and objectives, an overview of the module, suggestions for use, responses to activities and discussion questions, optional points to present, quiz answer key, and a suggested reading list. Instructional time for each module is approximately 10 hours. The 35 units are:

A Handbook on Utilization of Entrepreneurship  
Material for Vocational Education. ETC100A

\$3.00

Core Module: Getting Down to Business: What's  
It All About?

ETC100C1 Student module  
ETC100C2 Teacher module

\$10.00  
\$3.00

Dairy Farming

ETC100D1 Student module  
ETC100D2 Teacher module

\$6.00  
\$3.00

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

<u>Classification/Description</u>	<u>Ordering Information</u>
<b>Farm Equipment Repair</b>	
ETC100E1 Student module	\$6.00
ETC100E2 Teached module	\$3.00
<b>Fertilizer and Pesticide Service</b>	
ETC100F1 Student module	\$6.00
ETC100F2 Teacher module	\$3.00
<b>Garden Center</b>	
ETC100G1 Student module	\$6.00
ETC100G2 Teacher module	\$3.00
<b>Tree Service</b>	
ETC100H1 Student module	\$6.00
ETC100H2 Teacher module	\$3.00
<b>Answering Service</b>	
ETC100J1 Student module	\$6.00
ETC100J2 Teacher module	\$3.00
<b>Bookkeeping Service</b>	
ETC100K1 Student module	\$6.00
ETC100K2 Teacher module	\$3.00
<b>Secretarial Service</b>	
ETC100L1 Student module	\$6.00
ETC100L2 Teacher module	\$3.00
<b>Software Design Company</b>	
ETC100M1 Student module	\$6.00
ETC100M2 Teacher module	\$3.00
<b>Word Processing Service</b>	
ETC100N1 Student module	\$6.00
ETC100N2 Teacher module	\$3.00
<b>Health Spa</b>	
ETC100P1 Student module	\$6.00
ETC100P2 Teacher module	\$3.00
<b>Nursing Service</b>	
ETC100R1 Student module	\$6.00
ETC100R2 Teacher module	\$3.00
<b>Wheelchair Transportation Service</b>	
ETC100S1 Student module	\$6.00
ETC100S2 Teacher module	\$3.00

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

<u>Classification/Description</u>	<u>Ordering Information</u>
<b>Apparel Store</b>	
ETC100T1 Student module	\$6.00
ETC100T2 Teacher module	\$3.00
<b>Bicycle Store</b>	
ETC100U1 Student module	\$6.00
ETC100U2 Teacher module	\$3.00
<b>Business and Personal Service</b>	
ETC100V1 Student module	\$6.00
ETC100V2 Teacher module	\$3.00
<b>Flower and Plant Store</b>	
ETC100W1 Student module	\$6.00
ETC100W2 Teacher module	\$3.00
<b>Innkeeping</b>	
ETC100X1 Student module	\$6.00
ETC100X2 Teacher module	\$3.00
<b>Specialty Food Store</b>	
ETC100Y1 Student module	\$6.00
ETC100Y2 Teacher module	\$3.00
<b>Travel Agency</b>	
ETC100Z1 Student module	\$6.00
ETC100Z2 Teacher module	\$3.00
<b>Day Care Center</b>	
ETC100AA1 Student module	\$6.00
ETC100AA2 Teacher module	\$3.00
<b>Home Attendant Service</b>	
ETC100BB1 Student module	\$6.00
ETC100BB2 Teacher module	\$3.00
<b>Housecleaning Service</b>	
ETC100CC1 Student module	\$6.00
ETC100CC2 Teacher module	\$3.00
<b>Restaurant Business</b>	
ETC100DD1 Student module	\$6.00
ETC100DD2 Teacher module	\$3.00
<b>Sewing Service</b>	
ETC100EE1 Student module	\$6.00
ETC100EE2 Teacher module	\$3.00

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

<u>Classification/Description</u>	<u>Ordering Information</u>
<b>Energy Specialist Service</b>	
ETC100FF1 Student module	\$6.00
ETC100FF2 Teacher module	\$3.00
<b>Guard Service</b>	
ETC100GG1 Student module	\$6.00
ETC100GG2 Teacher module	\$3.00
<b>Pest Control Service</b>	
ETC100HH1 Student module	\$6.00
ETC100HH2 Teacher module	\$3.00
<b>Air Conditioning and Heating Service</b>	
ETC100JJ1 Student module	\$6.00
ETC100JJ2 Teacher module	\$3.00
<b>Auto Repair Shop</b>	
ETC100KK1 Student module	\$6.00
ETC100KK2 Teacher module	\$3.00
<b>Carpentry Business</b>	
ETC100LL1 Student module	\$6.00
ETC100LL2 Teacher module	\$3.00
<b>Construction Electrician Business</b>	
ETC100MM1 Student module	\$6.00
ETC100MM2 Teacher module	\$3.00
<b>Hairstyling Shop</b>	
ETC100NN1 Student module	\$6.00
ETC100NN2 Teacher module	\$3.00
<b>Plumbing Business</b>	
ETC100PP1 Student module	\$6.00
ETC100PP2 Teacher module	\$3.00
<b>Welding Business</b>	
ETC100RR1 Student module	\$6.00
ETC100RR2 Teacher module	\$3.00
ETC100 Complete Set	\$200.00

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### Classification/Description

### Ordering Information

#### Farm Business Management I, II, III.

This is a three phase program to assist full or part-time farmers analyze their current position and plan for future growth.

Phase I contains units on orientation, record keeping, inventory, depreciation, physical records and enterprise accounting, enterprise budgets, partial budgeting, cash flow, farm credit, income tax management, and year-end closing of records.

Phase II areas include tax forms, net worth statement, income statement, whole farm and detailed enterprise analysis, general marketing and cash contracts, hedging, capital budgeting, machinery economics, income tax management, and year end closing of records.

Phase III units of instruction include income tax management and record analysis, farm firm cycles, risk management, introduction to whole farm planning, present farm plan, alternative plans, implementing the whole farm plan, farm business organizations, land resource acquisition, introduction to estate planning, advanced estate planning, year-end closing of records, income tax management, and record analysis.

#### Financial Practises for Your Tourist Operation.

This course introduces the basics of accounting and finance. From bookkeeping to setting room prices, a wide range of useful topics are covered. Key topics: Financial statements, Budgeting, Setting room and other prices, Control systems, Operating statistics and breakeven analysis, Taxation...and more.

State Dept. of Vocational  
and Technical Education  
CIMC/Resale Division  
1500 West Seventh Avenue  
Stillwater, OK 74074

Phase I  
AG1011 Teacher Manual  
\$15.00  
AG3011 Student Manual  
\$11.00  
AG5011 Binder  
\$5.00

Phase II  
AG1012 Teacher Manual  
\$47.00  
AG3012 Student Manual  
\$21.00  
AG5011 Binder  
\$5.00

Phase III  
AG1012 Teacher Manual  
\$63.00  
AG3012 Student Manual  
\$48.50  
AG5011 Binder  
\$5.00

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#HT-2  
\$27.00 Canadian

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

### Classification/Description

### Ordering Information

#### Fundamental Concepts - Motor Carriers.

This 20 hour self-study course teaches basic characteristics of the motor carrier industry. It includes organization and operations of a motor carrier, accounting practices, and regulations.

Education Center Register  
Ernst & Whinney  
2000 National City Center  
Cleveland, OH 44114  
(216) 861-500 x5597  
\$40.00

#### Getting Down to Business: Agriculture.

Entrepreneurship Training Components. 1981.

Office of Vocational and Adult Education, United States Department of Education: American Institutes for Research.

Modules for teacher and student on entrepreneurship in farm equipment repair, tree service, garden center, fertilizer and pesticide service, dairy farming. Secondary, postsecondary, and adult.

Western Curriculum  
Coordination Center  
1776 University Avenue  
Wist Hall 216  
Honolulu, HI 96822  
(808) 948-6496  
Loan 4 weeks.

#### Getting Down to Business: Business and Office.

Entrepreneurship Training Components. 1981.

Office of Vocational and Adult Education, United States Department of Education: American Institutes for Research.

Modules for teacher and student on entrepreneurship in answering service, secretarial service, bookkeeping service, software design company, word processing service. Secondary, postsecondary, and adult levels.

Western Curriculum  
Coordination Center  
1776 University Avenue  
Wist Hall 216  
Honolulu, HI 96822  
(808) 948-6496  
Loan 4 weeks.

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

### Classification/Description

### Ordering Information

Getting Down to Business: Distributive Education. Entrepreneurship Training Components. 1981. Office of Vocational and Adult Education, United States Department of Education: American Institutes for Research.

Modules for teacher and student at the secondary, postsecondary, and adult level on entrepreneurship in: apparel store, specialty food store, travel agency, bicycle store, flower and plant store, business and personal service, innkeeping.

Western Curriculum  
Coordination Center  
1776 University Avenue  
Wist Hall 216  
Honolulu, HI 96822  
(808) 948-6496  
Loan 4 weeks.

Getting Down to Business: Health. Entrepreneurship Training Components. 1981. Office of Vocational and Adult Education, United States Department of Education: American Institutes for Research.

Modules for teacher and student on entrepreneurship in nursing, wheelchair transportation, and health spa. For secondary, postsecondary, and adult level.

Western Curriculum  
Coordination Center  
1776 University Avenue  
Wist Hall 216  
Honolulu, HI 96822  
(808) 948-6496  
Loan 4 weeks.

Getting Down to Business: Technical. Entrepreneurship Training Components. 1981. Office of Vocational and Adult Education, United States Department of Education: American Institutes for Research.

Modules for teacher and student at the secondary, postsecondary, and adult levels on entrepreneurship in guard service, pest control service, energy specialist service.

Western Curriculum  
Coordination Center  
1776 University Avenue  
Wist Hall 216  
Honolulu, HI 96822  
(808) 948-6496  
Loan 4 weeks.



## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

### Classification/Description

### Ordering Information

**Getting Down to Business: Trades and Industry. Entrepreneurship Training Components. 1981.**  
Office of Vocational and Adult Education, United States Department of Education: American Institutes for Research.

Modules for teacher and student at the secondary, postsecondary, and adult levels on entrepreneurship in hairstyling, auto repair, welding, construction electricity, carpentry, plumbing, and air conditioning and heating.

Western Curriculum  
Coordination Center  
1776 University Avenue  
Wist Hall 216  
Honolulu, HI 96822  
(808) 948-6496  
Loan 4 weeks.

### How to Operate a Successful Retail Store.

Here's a course for retailers or soon-to-be retailers that's packed with practical guidelines about the most important aspects of retailing. Key topics: Designing your store to sell, Buying the right merchandise, Suppliers, Controlling your inventory, Pricing for profit, Promoting sales ...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#RG-1  
\$27.00 Canadian

### Marketing Practises for Your Tourist Operation.

This course will help you develop a complete marketing program. Learn how to evaluate your operation, your market, and your competition. Key topics: Developing your marketing plan, Advertising your property, Public and guest relations, Sales and personal selling...and more.

Management Services  
Federal Business Development  
Bank  
360 St. Jacques St., # 1600  
Montreal, Quebec  
H2Y 1P5 Canada  
(514) 283-4118  
#HT-1  
\$27.00 Canadian

### Micro-graphers.

This guide to the selection of microcomputers and business software for small graphic arts companies gives information on hardware, available software specifically designed for the graphic arts, and general software.

National Association of Printers  
and Lithographers (NAPL)  
780 Palisade Ave.  
Teanuck, NJ 07666  
\$35 (members)  
\$60 (non-members)

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

### Classification/Description

### Ordering Information

#### Opportunities Unlimited: A Guide to Group Travel.

This guide outlines the ins and outs of your personalized group travel plan. Gives details on finding your group prospects developing your marketing plan and a sample of your forms and cost sheets. The group travel manual will help you turn those heretofore unreachable groups into additional income for your agency.

American Society of Travel  
Agents (ASTA)  
4400 MacArthur Blvd., N.W.  
Washington, D.C. 20007  
\$20.00 member  
\$30.00 non-member

#### Production Methods for the Textile Rental Industry. 1981.

A two-inch, loose leaf manual containing descriptions of a total of 162 production methods. Includes chapters on "Developing Standards," "Using The Production Methods Manual," "Using Standards for Wage Determination" and Case Study Sections on Soil Counting; Washing/Dry Cleaning, Extracting, Tumbling; Flat Linen Preparation For Ironing; and Flat Linen Ironing, Folding, Stacking, Garment Preparation for Finishing Garment Finishing; Garment Folding; Folding Items Tumbled Dry; Continuous Roll Towel Processing; Inspection and Mending Methods; Packing; and Route Make-up Methods. Also has an appendix which includes a chapter on Production Methods Comparison For Similar Items and a Methods Refinement Suggestion Form. Each case study fully describes the operation and gives detailed operator procedures. Normal times, Output rates, Layout sketches and photographs are included.

Textile Rental Services  
Association of America  
P.O. Box 1283  
Hollandale, FL 33009  
(305) 457-7555  
#71265  
\$55.00/set members  
\$110.00/set non-members

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

### Classification/Description

### Ordering Information

#### Production Methods for Textile Rental Industry Case Studies - 1977. 1977.

A set of case studies describing eight production operations and giving detailed operator procedures as well as anticipated output rates. Layout sketches and photographs included. Case studies included are:

1. Folding patient gowns
2. Folding bath towels
3. Sorting and counting of soiled hospital linen
4. Inspecting and mending continuous cloth towels with overedging machine
5. Processing continuous cloth towels - continuous processing machines
6. Shake-out of 50/50 polyester/cotton sheets
7. Flat ironing, folding and stacking of 50/50 polyester/cotton sheets
8. Processing mats - mat cleaning machine

These case studies should be added to update your TRSA manual "Production Methods for the Textile Rental Industry #71265," which contains details of many other case studies.

Textile Rental Services  
Association of America  
P.O. Box 1283  
Hollandale, FL 33009  
(305) 457-7555  
#71337  
\$7.50/set members  
\$15.00/set non-members

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### Classification/Description

### Ordering Information

#### Production Methods for Textile Rental Industry Case Studies - 1978. 1978.

A set of case studies describing four production operations and giving detailed operator procedures as well as anticipated output rates. Layout sketches and photographs included. Case studies included are:

1. Flat linen ironing, folding, stacking of 50/50 polyester/cotton sheets (spreader feeder)
2. Flat ironing, folding, stacking of 50/50 polyester/cotton sheets (spreader-feeder)
3. Garment finishing of 65/35 industrial pants (cabinet finisher)
4. Folding items tumbled dry (automatic folder)

These case studies should be added to update your TRSA manual "Production Methods for the Textile Rental Industry #71265," which contains details of many other case studies.

Textile Rental Services  
Association of America  
P.O. Box 1283  
Hollandale, FL 33009  
(305) 457-7555  
#71351  
\$5.00/set members  
\$10.00/set non-members

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### Classification/Description

### Ordering Information

**RESERVATION ECONOMIC DEVELOPMENT. A COURSE IN SMALL BUSINESS.** Black Hills State College, Spearfish, S. Dakota 57783

This program emphasizes the specific details of organizing and operating a business on an Indian reservation, this course syllabus is designed to provide American Indian college students with a general and basic understanding of past, existing, and future economic concepts affecting Indian reservations and to provide a practical, working understanding of business organization, business procedures, and management. This eight-chapter text includes numerous tables and charts and chapters focused upon the following: 1) the history of economic development in South Dakota Indian reservations; 2) initial steps in starting small businesses (site selection, equipment, facilities, etc.); 3) small business considerations (credit and collection, budgeting, recordkeeping, business risks and insurance, banking, etc.); 4) personnel procedures (hiring, firing, etc.); 5) the unique government-reservation relationship. The subject matter presented in chart form includes: low and high status occupational categories; sole proprietorship; partnership; corporation; store layout; and purchasing cycle. Each chapter includes a narrative followed by discussion question. Also included are extensive appendixes and a bibliography.

Supply Store  
Black Hills State College  
Spearfish, SD 57783  
cost \$1.20.

Also available from ERIC  
see appendix IA for ordering  
information and form  
EDRS Price Microfich \$.83 and  
Hardcopy \$8.69 plus postage  
ED 142 015 RC 0009951

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### Classification/Description

### Ordering Information

#### Textile Repair and Salvage Manual. 1982.

A 61-page training manual designed to instruct personnel in the proper procedure of sewing, mending and repairing textiles used in the industry. This manual deals with department layout, equipment, supplies, production/quality standards, procedures, and hiring and training. It will help supervisors learning how the job should be performed, and communicating this knowledge to new employees. This manual is written in easy to understand language and contains many illustrations to help the reader understand. The manual is authored by Doris Majer Springer who is an authority on this subject.

Textile Rental Services  
Association of America  
P.O. Box 1283  
Hollandale, FL 33009  
(305) 457-7555  
#71432  
\$15.00/set members  
\$30.00/set non-members

#### You and the Infrared Thermographic Business.

Karcher, Tom E. Phillipsburg, NJ: Realty-Scan Associates, Inc., 1981.

Gives "nuts and bolts" of the Infrared Thermographic (detecting heat loss) business. Contains information on instrumentations, focus of the business, marketing, advertising, and printing. Self instructional.

Realty-Scan Associates, Inc.  
Publishing Division  
P.O. Box 523  
Phillipsburg, NJ 08865  
(201) 859-3152  
\$19.95 + \$2.50 for priority  
mailing.

#### How to Start Your Own Business: Women

Entrepreneurs Project. McCaslin, Barbara S. and McNamara, Patricia P., Los Angeles, CA: University of California-Los Angeles, Division of Vo Ed, 1977.

A small business management program targeted for women at post/secondary and/or adult levels is described in three volumes: Final Report (Ed-156-906), Instructors' Manual (Ed 156-907) and Instructors' Materials (Ed 156-908). The materials are individualized and self-paced and take the student through the preparation of a business plan.

ERIC (Education Research  
Information Center). See order  
form and instructions  
Attachment 1A  
ED156-906  
HC - \$12.55, MF - \$0.97  
ED156-907  
HC - \$7.40, MF - \$0.97  
ED156-908  
HC - \$17.90, MF - \$0.97

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### Classification/Description

### Ordering Information

Lennox Industries, Inc. through the Corporate Education Department has developed "Lennox Job Related Training." This is an educational program dedicated to and built around the needs of the heating, ventilating and air-conditioning (HVAC) contractor. LRT offers a basics to advanced series of courses in service, application, business, sales and solar. The schools vary in length from one-day to one-week and are held in numerous locations.

#### **Fundamentals of Profit Management. Lennox.**

This is a two volume series designed specifically for HVAC contractors. A workbook for each volume is included. Some of the topics included are: Dealer Operating Cycles, Pricing for Profit, Job Estimating Procedures, Job Costing Procedures, Using Financial Statements, Budgeting For Profits, Planning for Profits, Collecting Your Money, The Business Computer Story, Professional Services and Your Business.

Lennox Industries, Inc.  
P.O. Box 40050  
Dallas, TX 75240  
(214) 783-5420  
\$49.50

#### **Mini Problems in Entrepreneurship, Volume IV.** Boston, Mass. CRC Education and Human Development, Inc. 1979.

The mini-problems are provided to supplement an introductory course and/or advanced course in Small Business Management and ownership. They relate to the following topics regarding entrepreneurship: Women and Minorities, ethics, communication skills, recordkeeping, and self-assessment. All the problems address common business situations and skills needed by entrepreneurs. The instructional format of each mini-problem is identified and a few are done as games. Each can be completed in 10 minutes, but an instructor can vary the length. Each mini problem is provided with instructor materials.

Superintendent of Documents  
U.S. Government Printing Office  
Washington, D.C. 20402  
Stock #017-080-02003-3  
\$5.50

MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

Classification/Description

Ordering Information

**MINORITY OWNERSHIP OF SMALL BUSINESSES. Thirty Case Studies**  
District of Columbia Public Schools,  
Washington, D.C.  
Education Systems Resources Corp., Arlington, VA

Intended as an alternative method of learning for the adult minority business student, the document presents thirty case studies of minority individuals who have started their own business ventures. These case studies are designed to provide material for class discussions, an introduction for role playing, or a resource for individual study. Each case reports the events and circumstances as perceived by the individual business persons and others involved in managing, financing, or otherwise assisting the various ventures. The cases also illustrate the particular problems confronting the minority members who participate in a wide variety of businesses in retail sales, various areas of the service trade, manufacturing, and construction. These case studies form the background for the materials presented in "Minority Ownership of Small Businesses—Instructional Handbook

These materials are appropriate for adult education and small group instruction.

Superintendent of Documents  
U. S. Government Printing Office  
Washington, D.C. 20402  
Stock Number 1780-0882  
\$1.00

or available from ERIC  
see ordering instruction in  
appendix 1A  
cost from ERIC Microfich \$.83  
Hard copy \$4.67 plus postage  
ERIC # ED 146483 08 CE 013689



## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### Classification/Description

### Ordering Information

#### Womens Business Owners Orientation

A 45 hour course designed for the woman considering or engaged in a small business as an entrepreneur. The curriculum is designed to provide both factual and practical information as well as support for women encountering new expectations and opportunities. The course is designed to introduce you to successful small business strategies through the development of a business plan and financial resources package. The materials includes the following management recommendations: planning time line; personnel qualifications and descriptions; course format and placement; sample program budget. Course implementaton section includes: screening decisions; counseling workshop; sample workshop agenda and procedures; workshop evaluation; instructional needs; textbook recommendations; curriculum suggestions; evaluation systems.

American Association of  
Community and Junior  
Colleges  
One Dupont Circle  
Suite 410  
Washington, DC 20036  
WBO Guide \$25.50

#### Audio Visual

#### Management Control System I. (Graphic Arts) for firms with sales up to 1.5 million.

Text/tape learning package contains the basics of effective graphic arts cost control and financial management. Emphasizes tighter controls in estimating techniques, interpreting and communicating job specifications, reporting of employee's time, developing sound hourly cost rates and standards, and identifying and attacking spoilage. Each package contains binder, illustrations, charts, tables, and camera ready sample forms. Can be used for home study or business reference.

National Association of  
Printers & Lithographers  
(NAPL)  
780 Palisades Avenue  
Teaneck, NJ 07666  
XT101  
\$90 NAPL members.  
\$150 non-members.

## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### Classification/Description

### Ordering Information

#### A Manual for Printing Plan Work Measurement Analyses and Production Standards Development. Audio cassettes.

Six tape/text packages show how to produce production standards data from your own employees and equipment. Through time and methods analyses, you can compare your plant to industry standards. Find out where your performance interferes with profitability. Equipment and processes analyzed are: color scanner, color camera, typesetting keyboard, black and white camera, color film shipping, one-color shipping, offset platemaking, duplicator printing, sheet-fed offset printing and makeready, flat cutting, sheet folding, and saddle sketching.

National Association of  
Printers & Lithographers  
(NAPL)  
780 Palisades Avenue  
Teaneck, NJ 07666  
XT201  
\$50 NAPL members.  
\$70 non-members.

#### The Office Revolution. NETCHE, Inc. 1983.

This 26 minute lesson explores current trends in business that are transforming paper work handling. The basic features of word processors are described, and several office workers are interviewed. Future uses are commented on by manufacturers' representatives.

NETCHE Videotape Library  
P.O. Box 83111  
Lincoln, NE 68501  
(402) 472-3611  
Rental  
\$30.00 per lesson per 7 day  
period.  
Purchase  
\$225.00 per lesson  
Lease arrangement available.  
Three-day preview for  
anticipated purchases.

#### Retail Management

This study unit is designed to help retail managers increase their knowledge and skills of basic retail and business management systems and practices. It explores basic financial management language and concepts, basic pricing, receiving controls, inventory control procedures and various practices involved in handling of markdowns, price changes and returned or damaged goods.

Didactic Systems Inc.  
Box 457  
Cranford, NJ 07016  
DSU-19  
\$24.90  
Quantity discounts

#### SECTION IV. SAMPLE MODEL PROGRAMS

In this section you will find brief descriptions of a small sample of model programs. It is impossible to showcase all of the outstanding programs which are being offered to assist small businesses with their training needs, nor is this the primary purpose of this resource directory. It is equally impossible in a book of this nature to show and describe the programs as effectively as did their beautiful brochures. However, what we are attempting to do is to provide you with examples which depict unusual special initiatives, and/or comprehensive programs. A few items that are noteworthy are the variety of co-sponsors, the uniqueness of the program or seminar and the audience for which they were targeted.

If you have a program which you feel is unique, please do not feel offended that it did not appear in this directory, however, do let us know about your program as it may be useful in future publications.

We have identified a contact person or institution for each program. You may contact them directly for additional information.

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# Full Service Programs

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**SMALL BUSINESS MANAGEMENT TRAINING CALENDAR**  
**WASHINGTON, D.C.**

**SCORE: SCORE (Service Corps of Retired Executives) 634-6143/6153/6136/6620. MUST PRE-REGISTER**

**Location: The Holiday Inn, 1501 Rhode Island Ave., NW, Washington, D.C.**

PRE-BUSINESS WORKSHOP	Thu 7/5	8:30am-4:30pm	\$5
PRE-BUSINESS WORKSHOP	Thu 7/19	8:30am-4:30pm	\$5
PRE-BUSINESS WORKSHOP	Thu 8/2	8:30am-4:30pm	\$5
PRE-BUSINESS WORKSHOP	Thu 8/16	8:30am-4:30pm	\$5

**SPONSOR: SEA, District Office, 634-6156. Location: Rm. 404, 1111 18th St., NW, D.C.**

**Instructor: Tim Connor, TR Training Associates, Crofton, Md. PRE-REGISTRATION NOT REQUIRED.**

HOW TO PROFITABLY SELL YOURSELF & YOUR BUSINESS	Mon 7/9	9:30am-12:30pm	FREE
HOW TO PROFITABLY SELL YOURSELF & YOUR BUSINESS	Mon 7/23	9:30am-12:30pm	FREE

Classes are limited to the first 40 who show up. A "Certificate of Training" will be issued on request to those who successfully complete five or more of the free seminars sponsored by the Howard SBDC and the SBA.

**SPONSOR: Minority Small Business/Capital Ownership Development, SBA District Office, 1111 18th Street, NW, Rm. 404, D.C. 20417; B. Dixon, 634-6197; C. Albright, 634-4847; W. Quattlebaum, 634-4835**

8(a) ORIENTATION WORKSHOP	Tue 7/17	10:00am-12:00pm	FREE
8(a) ORIENTATION WORKSHOP	Tue 7/17	2:30pm-4:30pm	FREE
8(a) ORIENTATION WORKSHOP	Fri 8/17	10:00am-12:00pm	FREE
8(a) ORIENTATION WORKSHOP	Fri 8/17	12:30pm-4:30pm	FREE

**SPONSOR: Howard University Small Business Development Center, PO Box 748, D.C. 20059, 636-7187.**

**Eugene Sawney. Location: Rm. 404, 1111 18th Street, NW, D.C. (Between L & M Sts.). Nearest**

**METRO Stations: Farragut North (Conn. & L) & Farragut West (18th & I Sts., NW). NO PRE-REGISTRATION REQUIRED.**

LEGAL ASPECTS OF SMALL BUSINESS	Tue 7/10	9:00am-12:00pm	FREE
THE BUSINESS PLAN	Tue 7/10	1:00pm-4:00pm	FREE
FORECASTING PROFITS & THE CASH FLOW	Wed 7/11	9:00am-12:00pm	FREE
HOW TO DEVELOP A COMPREHENSIVE MARKETING PLAN	Wed 7/11	1:00pm-4:00pm	FREE
DOUBLE-ENTRY BOOKKEEPING	Fri 7/13	9:30am-12:30pm	FREE
ADVERTISING AS A BUSINESS TOOL	Wed 7/18	1:00pm-4:00pm	FREE
LEGAL ASPECTS OF SMALL BUSINESS	Tue 7/24	9:00am-12:00pm	FREE
THE BUSINESS PLAN	Tue 7/24	1:00pm-4:00pm	FREE
FORECASTING PROFITS AND THE CASH FLOW	Wed 7/25	9:00am-12:30pm	FREE
SELLING TO THE U.S. GOVERNMENT	Fri 7/27	9:30am-12:30pm	FREE
LEGAL ASPECTS OF SMALL BUSINESS	Tue 8/7	9:00am-12:00pm	FREE
THE BUSINESS PLAN	Tue 8/7	1:00pm-4:00pm	FREE
FORECASTING PROFITS & THE CASH FLOW	Wed 8/8	9:00am-12:00pm	FREE
HOW TO PREPARE A COMPREHENSIVE MARKETING PLAN	Wed 8/8	1:00pm-4:00pm	FREE
DOUBLE-ENTRY BOOKKEEPING	Fri 8/10	9:30am-12:30pm	FREE
ADVERTISING AS A BUSINESS TOOL	Wed 8/15	1:00pm-4:00pm	FREE
LEGAL ASPECTS OF SMALL BUSINESS	Tue 8/21	9:00am-12:00pm	FREE
THE BUSINESS PLAN	Tue 8/21	1:00pm-4:00pm	FREE
FORECASTING PROFITS AND THE CASH FLOW	Wed 8/22	9:00am-12:00pm	FREE
SELLING TO THE U.S. GOVERNMENT	Fri 8/24	9:30am-12:30pm	FREE
LEGAL ASPECTS OF SMALL BUSINESS	Tue 9/11	9:00am-12:00pm	FREE
THE BUSINESS PLAN	Tue 9/11	1:00pm-4:00pm	FREE
FORECASTING PROFITS AND THE CASH FLOW	Wed 9/12	9:00am-12:00pm	FREE
HOW TO DEVELOP A COMPREHENSIVE MARKETING PLAN	Wed 9/12	1:00pm-4:00pm	FREE
DOUBLE-ENTRY BOOKKEEPING	Fri 9/14	9:30am-12:30pm	FREE
ADVERTISING AS A BUSINESS TOOL	Wed 9/19	1:00pm-4:00pm	FREE
SELLING TO THE U.S. GOVERNMENT	Fri 9/21	9:30am-12:30pm	FREE

**NOTICE: If requested in advance, special provisions for the handicapped will be made. Contact the Management Assistance Div., SBA District Office, 6th Fl., 1111 18th St., NW, Washington, DC 20417. Tel. (202)634-6156.**

**The next Calendar will be published October 1, 1984. Call 636-7187 or 634-6156/6143/6153/6136/6137/6200 to order after Sept. 19, 1984.**

**Washington, D.C. (Continued)**

**SPONSOR:** Small Business Development Center, Howard University, 2361 Sherman Ave., NW, D.C. 20059, 636-7187, Eugene Sawney. **MUST PRE-REGISTER.**

**HOW TO START AND MANAGE**

<b>A SMALL BUSINESS</b>	Tue 7/10-8/7	7:00pm-9:30pm	\$25
<b>RECORDKEEPING FOR SMALL BUSINESS</b>	Thu 7/12-26	7:00pm-9:30pm	\$15
<b>ADVERTISING AND SALES PROMOTION</b>	Thu 8/9-26	7:00pm-9:30pm	\$10
<b>PUBLIC RELATIONS TECHNIQUES</b>	Tue 8/14-28	7:00pm-9:30pm	\$15

All presentations will be held at the School of Business and Public Administration, Howard University, 2345 Sherman Ave., NW, Washington, D.C.

**SPONSOR:** The American University, Office of Continuing Education, 4400 Massachusetts Ave., NW D.C. 20016. **FOR INFORMATION OR TO REGISTER, CALL 686-2500. MUST PRE-REGISTER.**

<b>DEVELOPING SUPERVISORY SKILLS (#760)</b>	Sat 9/15; 9/22; 9/29; 10/13;10/20	10:00am-3:00pm	\$125
<b>EFFECTIVE LEADERSHIP (#761)</b>	Thu 9/20-11/15	7:00pm-9:00pm	\$105
<b>COMPUTER LITERACY: AN INTRODUCTION TO COMPUTERS AND COMPUTING (#800A)</b>	Sat 9/22-29	9:30am-4:30pm	\$125
<b>PUBLICATION DESIGN (#752)</b>	Wed 9/26-10/31	7:00pm-9:00pm	\$95
<b>BEATING THE COMPETITION: STRATEGIC MARKET PLANNING (#764)</b>	Sat 9/29	9:30am-4:30pm	\$65
<b>THE ART OF NEGOTIATION (#703)</b>	Sat 10/13&14	10:00am-5:00pm	\$95
<b>SMALL BUSINESS CONTRACTS AND LAW (#704)</b>	Sat 10/13-20	9:30am-11:30am	\$50
<b>WRITING AND PLACING YOUR OWN PUBLICITY (#751)</b>	Sat 8/13-10/20	9:00am-4:00pm	\$5
<b>COMPUTER LITERACY: AN INTRODUCTION TO COMPUTERS AND COMPUTING (#800B)</b>	Sat 10/13-20	9:30am-4:30pm	\$125
<b>USING THE ELECTRONIC SPREADSHEET: BUSINESS AND FINANCIAL APPLICATIONS (#830)</b>	10/15-24	7:00pm-10:00pm	\$185
<b>WORKING WITH DIFFERENT PERSONALITY STYLES (#762)</b>	Sat 10/20	9:30am-4:30pm	\$75
<b>SOFTWARE PACKAGE REVIEW FOR BUSINESS APPLICATIONS (#820B)</b>	Sat 11/20	1:00pm-5:00pm	\$50
<b>PROBLEM SOLVING AND DECISION MAKING (#763)</b>	Sat 10/20	9:30am-4:30pm	\$65
<b>THE BASICS OF ACCOUNTING (#702)</b>	Sat 10/27	9:30am-4:30pm	\$65
<b>MOTIVATING YOURSELF AND OTHERS (#710)</b>	Sat 10/27	9:00am-4:00pm	\$65
<b>NETWORKING (#712)</b>	Sat 10/27	9:30am-4:30pm	\$65
<b>FUNDAMENTALS OF WORD PROCESSING (#825)</b>	Sat 11/1-12/3	8:10pm-10:10pm	\$135

**SPONSOR:** Gallaudet College, 800 Florida Ave., NE., D.C. 20002, 651-5579. Voice or TTY, Todd Krock.

CALL FOR SCHEDULE OF CURRENT & FUTURE CLASSES. **MUST PRE-REGISTER**

**SPONSOR:** The Support Center, 1309 L St., NW, D.C. 20005, Lynn P. Bock, 638-3500. **MUST PRE-REGISTER. PRIMARILY FOR NON-PROFIT ORGANIZATIONS. Call for locations and fees.**

CALL FOR FALL SCHEDULE

**SPONSOR:** College of Business & Public Management, University of the District of Columbia, Riggs Bank Bldg., Rm. 1003, 900 F St., NW, D.C. 20004, 727-1051, Dr. Patrick Hughes/Eleanor Frazier.

CALL FOR SCHEDULE OF CURRENT & FUTURE CLASSES

**SPONSOR:** Internal Revenue Service, 1201 E St., NW, Rm. 806, D.C. 488-3100; 1-800-424-1040. **MUST PRE-REGISTER. Tax seminars are held monthly. Call for dates. FREE.**

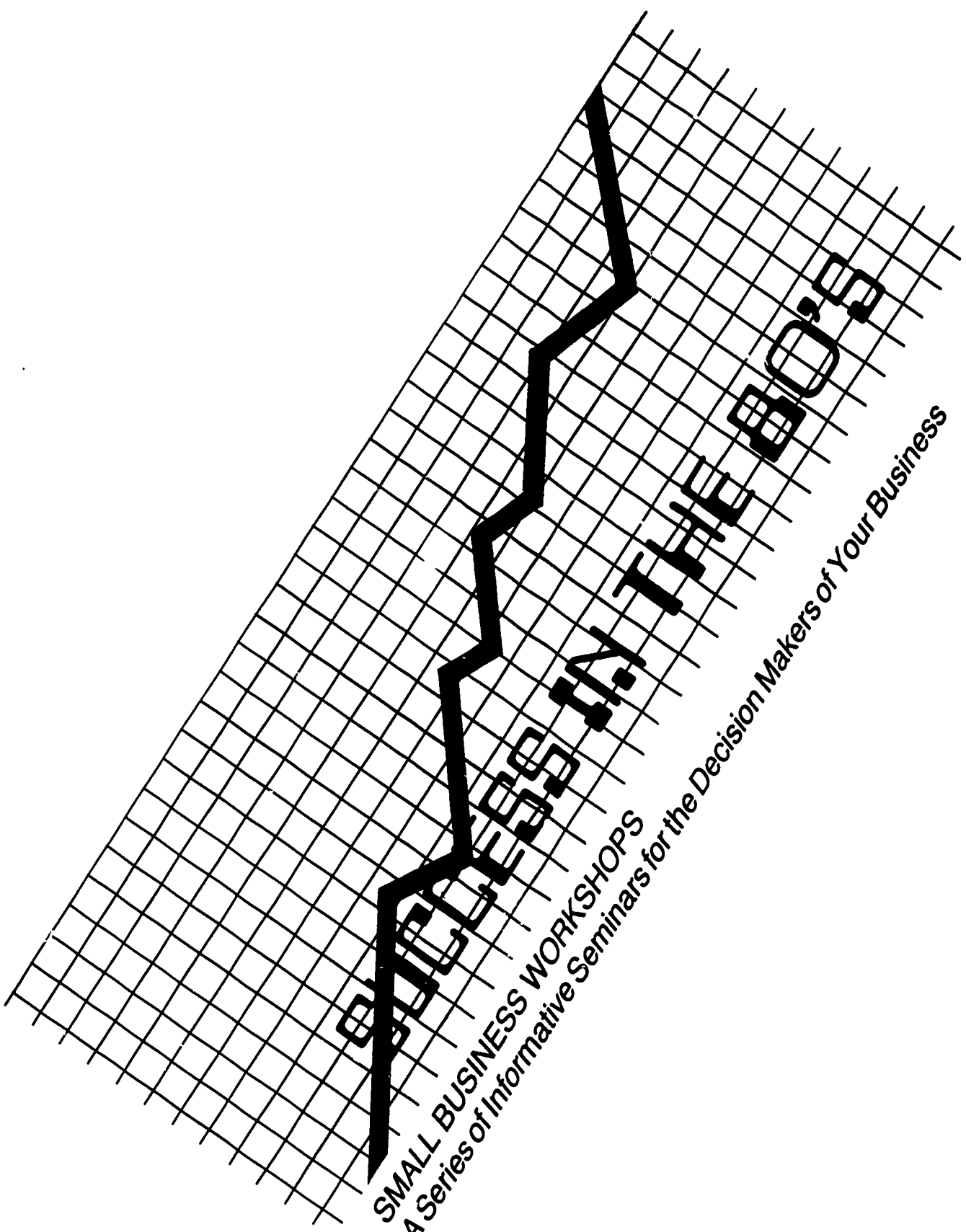
**SPONSOR:** Open University of Washington, Inc. 3333 Connecticut Ave., NW, D.C. 20008, 966-9606. Office Hours: 10:00a.m.-5:00p.m. Call 966-9606, M - F, 10:00a.m.-5:00p.m. to register. Class locations vary - all in D.C. area.

CALL FOR FALL SCHEDULE

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# Model Programs

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# **SUCCESS IN THE BO'S**

**SMALL BUSINESS WORKSHOPS**  
A Series of Informative Seminars for the Decision Makers of Your Business



# SUCCESS IN THE 80'S

REGISTRATION: To register please clip this form and mail with your check to  
 Division of Professional & Community Services Macomb Community College  
 14500 Twelve Mile Road Warren, Michigan 48093-3886 Phone: 445-7346

Name - Last		First		Middle		Social Security Number				
Address		City		State		Zip		Phone - Work	Home	
CHECK OFF SESSIONS DESIRED										
<input type="checkbox"/>	SBI 860 ZA	Record Keeping						February 8	Fraser Campus 106	\$20
<input type="checkbox"/>	SBI 861 ZB	Computer Use in Small Business						March 7	Fraser Campus 106	\$20
<input type="checkbox"/>	SBI 862 ZC	Marketing & Sales Strategies for Small Business						April 11	Fraser Campus 106	\$20
<input type="checkbox"/>	SBI 863 ZD	Advertising Strategies for Small Business						May 9	Fraser Campus 106	\$20
<input type="checkbox"/>	SBI 864 ZE	Your Business Image: Verbal & Nonverbal						June 6	Fraser Campus 106	\$20
Mail payments can be check (Payable to MCC), money order or charge card. Total \$ _____										
<input type="checkbox"/> Please bill my charge card: Number _____										
<input type="checkbox"/> MasterCard <input type="checkbox"/> VISA Exp. Date _____										
						DRIVER'S LICENSE NUMBER _____				
						SIGNATURE OF CARDHOLDER _____				

# SUCCESS IN THE 80'S

## SESSION I

(Wednesday, February 8, 1984)

SBI 860 ZA

### RECORD KEEPING

This workshop provides information that will assist you in keeping and organizing good business records for your small business. Information regarding using records to your advantage as well as helpful record keeping tools will be discussed.

**Moderator:** Rosemarie Davis, Executive Director, Our Chamber of Commerce.  
**Presenter:** Albert D. Spaulding, MBA, CPA, JD.  
 Mr. Spaulding's prior work experience as an I.R.S. agent in Washington D.C. and as an accountant with Arthur Young & Company gives him a solid background to instruct small business workshops of this type. Bert was recently honored with the Michigan award of "Small Business Advocate of the Year" by the U.S. Small Business Administration.

8:00 - 8:15 Registration - coffee and doughnuts  
 8:15 - 10:00 Keeping Business Records (auto expenses, invoices, etc.) and for how long.  
 Organizing and Summarizing Records.  
 Coffee Break  
 10:00 - 10:15 What the I.R.S. Looks For.  
 10:15 - Noon Helpful Tools such as Computers, "One - Writes" and office machines to make record keeping easier.

## SESSION II

(Wednesday, March 7, 1984)

SBI 861 ZB

### COMPUTER USE IN SMALL BUSINESS

This workshop examines whether a computer makes sense for your small business and if so, how a computer can save you time and energy. Also discussed is how to efficiently select software and hardware specifically for your small business needs.

**Moderator:** Linda Karez, Representative, Small Business Administration.  
**Presenter:** Albert D. Spaulding, MBA, CPA, JD.  
 Mr. Spaulding's prior work experience as an I.R.S. agent in Washington D.C. and as an accountant with Arthur Young & Company gives him a solid background to instruct small business workshops of this type. Bert was recently honored with the Michigan award of "Small Business Advocate of the Year" by the U.S. Small Business Administration.

8:00 - 8:15 Registration - coffee and doughnuts  
 8:15 - 10:00 Does your business need a computer?  
 If so, how do you select the right software and hardware to suit your needs?  
 Comparing the systems - Micro vs. Mini  
 Cost - How to buy a small computer?  
 Coffee Break  
 10:00 - 10:15 Taking the intimidation and confusion out of computer usage.  
 10:15 - Noon

## SESSION III

(Wednesday, April 11, 1984)

SBI 862 ZC

### MARKETING AND SALES STRATEGIES FOR SMALL BUSINESS

This seminar reviews the basic principles of marketing including market analysis, customer behavior, marketing research, channels of distribution, promotion, pricing strategies and preparation of a marketing plan.

**Moderator:** Rodney A. Crider, Executive Director, Central Macomb Chamber of Commerce.  
**Presenters:** Harry Mack, Professor of Marketing and Business Administration, Macomb Community College.  
 Don Schuster, Sales Manager, WJO & WWJ Radio.  
 Lee Kansas, Sales and Marketing Manager, Comcast Cable Company.

8:00 - 8:15 Registration - coffee and doughnuts  
 8:15 - 10:00 Practical Marketing Outlines.  
 Conducting Market Research.  
 Coffee Break  
 10:00 - 10:15 Basic Elements of Sound Sales Approach.  
 10:15 - Noon Formulating a Sales Campaign.

## SESSION IV

(Wednesday, May 9, 1984)

SBI 863 ZD

### ADVERTISING STRATEGIES FOR SMALL BUSINESS

This workshop provides an opportunity to gain from the experts information on how to advertise, the type of media best suited to your needs and how to formulate an advertising budget.

**Moderator:** Stephen Morris, President, Warren/Centerville/Staring Heights Chamber of Commerce.  
**Presenters:** Catherine B. Ailes, Director, Public Relations and College Communications Services, Macomb Community College.  
 Thomas A. Tucker, Senior Vice President, Campbell Ewald Company.  
 Craig Yeast, Owner, Adventure Art Glass.  
 Fred Ailes, Owner, Greece Isle Flight Service  
 Marilyn Peltier, Director of Sales Promotions and Public Relations, Lakeside Merchants Association  
 Ruth Diband, Owner, White's Old House of Fine Furniture.

8:00 - 8:15 Registration - coffee and doughnuts  
 8:15 - 9:30 Becoming a Successful Advertiser.  
 9:30 - 10:45 Methods of Advertising  
 (TV, Radio, Yellow Pages, Direct Mail, Newspapers, Trade Journals, Co-op Advertising, Telemarketing).  
 Coffee Break  
 10:45 - 11:00 Panel Discussion with questions and answer period.  
 11:00 - Noon An opportunity for participants to listen to and ask questions of business persons who have successfully designed and used advertising campaigns of their own.

## SESSION V

(Wednesday, June 6, 1984)

SBI 864 ZE

### YOUR BUSINESS IMAGE: VERBAL & NONVERBAL COMMUNICATION

The business image you portray can be one of your most valuable assets. This workshop will assist you in determining how to best present yourself and represent your company through both verbal and nonverbal communication.

**Moderator:** Lillian Adams, Executive Director, Northwest Macomb Chamber of Commerce.  
**Presenters:** Merilyn Semonick, Director, Spectrum Communications.  
 Denise Schroder, Interior Designer, ASD, Miles Fox Company  
 Barbara Palaszczek, Assistant to the Vice President of Public Relations, Kmart Corporation.

8:00 - 8:15 Registration - coffee and doughnuts  
 8:15 - 9:15 First Impressions: When you represent your business.  
 9:15 - 10:15 The Sights and Sounds of your Business.  
 10:15 - 10:30 Coffee Break  
 10:30 - 11:30 Communicating your Business Identity.  
 11:30 - Noon Movie - Trademark: The Name Game

# SMALL BUSINESSES

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BEST COPY AVAILABLE

# SMALL BUSINESS TRAINING

## MAKING DECISIONS ABOUT COMPUTERS

Practical information to help you decide if, when, and how you can better use the potential of computers in the operation of your small business is the focus of this four-session course. Classes will meet on Tuesday evenings, beginning February 21, in Mastey 100 at NTCC. Cost of the course is \$10.

**COMPUTERS: AN OVERVIEW**  
February 21, 1984 7:00-10:00 p.m.  
The purpose of this session is to give you, in language you can understand, the information you need to decide when, how, and whether to proceed with your own computer and to clarify what advantages and sales people are telling you.  
Presenter: Dr. Roger Hayes, Chairman & Professor, Decision Sciences, UNO.

**A USER'S APPROACH TO COMPUTERS**  
February 28, 1984 7:00-10:00 p.m.  
From the viewpoint of a computer user, this session will discuss selection, use, costs, and benefits of owning and operating a computer in a small business.  
Presenter: Keith Olson, Vice-president of Community Bank Network, Bank of Norfolk.

**INTRODUCING YOUR EMPLOYEES TO COMPUTERS**  
March 6, 1984 7:00-10:00 p.m.  
This session will focus on reducing the fears and confusion of employees' limited computer usage as it relates to their jobs.  
Presenter: Jerry Smith, Director of Secondary Education, Norfolk Public Schools.

**MANAGE THE "THIRD" OFF**  
March 13, 1984 7:00-10:00 p.m.  
The final class is a "third" off session, giving you the opportunity to sit down at the keyboard and try your "and of the computer. This session only will meet in Mastey 100.  
Presenter: Bob Wenzel, Data Processing Manager, NTCC.

## TIME MANAGEMENT

Time is a very precious resource, particularly for those in small business where there never seems to be enough of it. This two-session seminar, offered on Wednesday mornings in Mastey 100 at NTCC, will help you achieve optimal use of your 24-hours each day. Cost of the seminar (including coffee and rolls) is \$4.

February 22 & 29, 1984 7:30-9:30 a.m.  
Presenter: Bob Gross, Director of Personnel, NTCC.

## PROMOTING YOUR PRODUCT

Selling your product and/or services and promoting your business is the name of the game. This three-session course will help you and your employees develop promotional techniques to make your business successful. Classes will meet in Mastey 100 at NTCC. Cost of the course is \$6.

**CUSTOMER RELATIONS & MARKETING**  
February 27, 1984 1:00-4:00 p.m. for Owners, Employees and Managers  
7:00-10:00 p.m. for Salespeople, Clerks, & Receptionists

This split-session will discuss the roles of employees and employees in promotion. The afternoon session for owners, employees, and managers will discuss how to promote your business, channel your product, and assist your salespeople in good customer situations. The evening session for clerks, salespeople, and receptionists will cover how to develop selling power, build good customer relations, and deal with customer complaints.  
Presenter: Dr. Gene Koppala, Dean of College of Business & Technology, Norfolk State College.

**MARKETING STRATEGIES**  
February 29, 1984 7:00-10:00 p.m.  
Participants in this session will learn how to identify customers, assess their products/services, and communicate their products to the customer through advertising, personal selling, and sales promotion. The main focus will be on developing and implementing a practical sales and marketing plan to improve business success.  
Presenter: Dr. David Andrews, Chairman & Professor of Marketing, UNO.

## FINANCIAL MANAGEMENT FOR THE NON-FINANCIAL MANAGER

Operating a small business successfully requires expert financial management. This three-session course on financial planning, cash management, and capital management will offer you the mechanics and techniques of financial planning and management to enable you to make sound financial decisions affecting the future of your business. Classes will meet on Monday evenings, beginning March 12, in the Science/Ag Building, Room 100 at NTCC. Cost of the three session course is \$10.

**FINANCIAL PLANNING: AN OVERVIEW**  
March 12, 1984 7:00-10:00 p.m.  
The first session will deal with the basic concepts of financial planning, including reading and using financial statements to determine "where you are", budgeting, ratio analysis, break even analysis, cash flow, and short- and long-term capital.  
Presenter: Ray Cook, Instructor of Busin. at Wayne State College.

**CASH MANAGEMENT**  
March 19, 1984 7:00-10:00 p.m.  
Methods of creating a healthy cash flow will be the main topic of this session. Discussions will include short-term cash investments/receivables, inventory control, practices, collections, and credit policies.  
Presenter: Jerry Klobar, Management Consulting Officer, Small Business Administration.

**CAPITAL MANAGEMENT**  
March 26, 1984 7:00-10:00 p.m.  
This session will explore ways to assess and meet the short- and long-term capital needs of your small business. Participants will consider and discuss leasing, venture capital, loans and other financing alternatives to deal with capital shortages.  
Presenter: Kathy Curry, Finance Specialist, Nebraska Business Finance Council - Small Business Revitalization Program, Grand Island.

## SMALL BUSINESS RECORDKEEPING

In addition, a three-session course meeting on Wednesday evenings will be offered to acquaint you with the basic types of information to be maintained through financial, personnel, inventory, supply, and customer records, as well as their effective use to review, monitor, and change the course of the business. Classes will meet in Mastey 131 at NTCC. Cost is \$13.00.  
Begins April 15, 1984 for six consecutive Wednesday evenings 7:00-10:00 a.m.  
Presenter: Wilma Brinkman, CPA, Norfolk.

## PERSONNEL MANAGEMENT

Effective employer-employee relations is a vital link in any successful small business. This two-day, four-session course will provide you with information and techniques to improve your personnel management practices and effectiveness. Classes will meet both days at the Theater in the Activities Center at NTCC. Cost of the two-day course is \$10.

**LEGAL RESTRICTIONS ON EMPLOYEE SELECTION & TERMINATION**  
March 14, 1984 9:30 a.m. - 12:30 noon  
Maintaining competent employees is a must in small business. This session will discuss the do's and don'ts of employee selection and termination, including the how-to's of conducting legal interviews.  
Presenter: Bill Pauls, Personnel Director, Dale Electronics, Norfolk.

**COMMUNICATING WITH EMPLOYEES/EMPLOYERS**  
March 14, 1984 1:00-4:30 p.m.  
The process of communicating is the basis for effective employer/employee relations. This session will discuss the importance of giving and getting accurate feedback and the problems which result in "communication breakdown".  
Presenter: Leo Ruchbauer, Vice-president, NTCC.

**EMPLOYEE MOTIVATION, MORALE & PRODUCTIVITY**  
March 21, 1984 9:30 a.m. - 12:30 noon  
The key to productivity is highly motivated employees. This session is designed to help you develop techniques to create a motivational climate in your business and boost morale and productivity.  
Presenter: Margie Normann, Instructor, Division of Marketing, Vocational Teacher Education, UNL.

**APPRAISING EMPLOYEE PERFORMANCE**  
March 21, 1984 1:00-4:30 p.m.  
Skillful employee evaluation plays a significant role in improving employee performance. This session will highlight those skills which make employee performance appraisal a motivating, rather than an ego-deflating experience.  
Presenter: Tom Blumhagen, Instructor of Organizational Management Behavior, UNO.



# SMALL BUSINESS SEMINAR SERIES

**HOW TO START YOUR OWN BUSINESS**  
9/26, 10/3, 10/10

**CORPORATIONS, PARTNERSHIPS, AND PROPRIETORSHIPS: WHICH IS RIGHT FOR YOU?**  
10/25, 11/1, 11/8

**SMALL BUSINESS MANAGEMENT**  
10/17, 10/24, 10/31

**RECORDKEEPING**  
10/23, 10/30, 11/6

**BOOKKEEPING FOR SMALL BUSINESS**  
11/13, 11/20, 11/27

**HOW TO ANALYZE AND UNDERSTAND FINANCIAL STATEMENTS**  
12/10, 12/17

**HOW TO DEVELOP NEW PRODUCTS AND SERVICES**  
10/15, 10/22, 10/29

**MICRO-COMPUTERS AND SMALL BUSINESS**  
11/7, 11/14, 11/28

**ADMINISTRATIVE MANAGEMENT FOR SMALL BUSINESS**  
12/5, 12/12

**HOW TO START YOUR OWN MAIL ORDER BUSINESS**  
9/24, 10/1, 10/8

**MANAGEMENT COMMUNICATION SKILLS**  
10/6, 10/11, 10/16, 10/18

**INSURANCE FOR SMALL BUSINESS**  
11/28, 12/3

**MANAGEMENT SKILLS**  
9/25, 9/27, 10/2, 10/4

**TOTAL MARKETING COMMUNICATIONS FOR SMALL BUSINESS**  
11/5, 11/12, 11/19

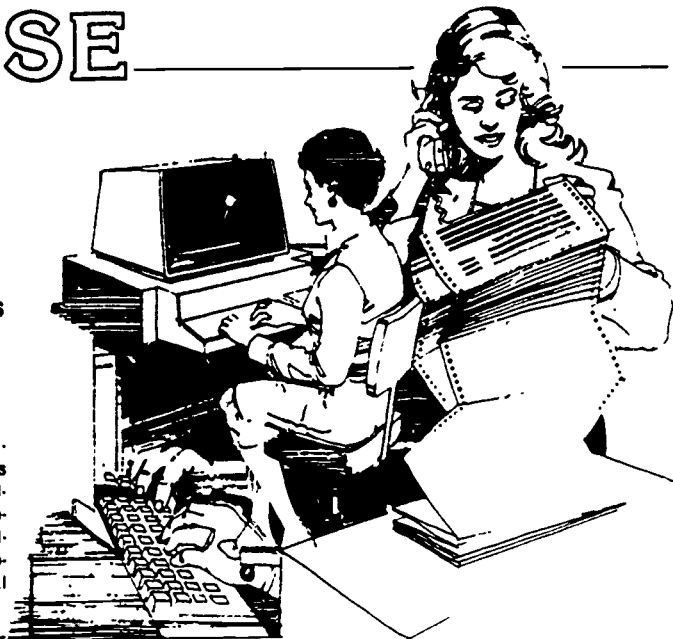
**HUMAN BEHAVIOR AND THE MANAGER**  
12/4, 12/6, 12/11, 12/13

## OPEN HOUSE

September 11, 12, & 13  
6:30 to 8:30 p.m.

ECC's Fountain Square Campus  
Second Floor, Room 239  
51 So. Spring St.  
in downtown Elgin

Here's a perfect opportunity to get to know the instructors and staff of ECC's Small Business Seminar Series and to register for this outstanding package of classes. Choose from three convenient Open House times to find out how the college's Office of Economic Development can provide you with solutions to meet your individual needs



## Small Business Seminars — Fall 1984

### Galleria Center 5615 Westheimer

#### Entrepreneurship — SEM 1014

CRN 59442 — 1 Sat, Aug 4, 8-12 Noon  
CRN 65305 — 1 Sat, Nov 3, 8-12 Noon

The costs and rewards of self-employment by starting a new successful entrepreneur. Fee: \$35 00

#### Funding Your New Business — SEM 1015

CRN 39624 — 1 Thurs, Aug 23, 6-10 p.m.

Analyzing capital requirements of a new business. Looks at various sources of funds and developing and implementing a business plan. Fee: \$55.00

#### Management and Employee Relations in Your Small Business — SEM 1016

CRN 39831 — 1 Thurs, Aug 30, 6-10 p.m.

Developing an employee relations program to fit your special needs as the owner of a small business. Fee: \$55 00

#### Procurement — Doing Business with Government — SEM 1077

CRN 39813 — 1 Sat, Aug 18, 8-12:30 p.m.  
CRN 39764 — 1 Sat, Nov 17, 8-12:30 p.m.

Types of federal, state and local regulations for various types of small business ventures. Fee: \$55 00

#### Recordkeeping for Your Small Business — SEM 1017

CRN 65895 — 1 Thurs, Sept 6, 6-10 p.m.

Covers formation of a business, accounting systems, depreciation, expenses, net income determination, budgets to control expenses and how to analyze accounting statements. Fee: \$55 00

#### Marketing, Pricing and Selling for the Small Business — SEM 1018

CRN 65908 — 1 Thurs, Sept 13, 6-10 p.m.

Discussion of basic marketing procedures, planning and selling, development of a competitive marketing strategy and principles of advertising for the small business. Fee: \$55 00

#### Women Business Owners Orientation — SEM 1071

CRN 65703 — 6 Sat, Sept 22-Oct 27, 8 a.m.-5 p.m.

Provides an in-depth overview of business operations with designs for the successful business woman. Fee: \$195 00

#### Planning Your Small Business for Women Business Owners — SEM 1081

CRN 65781 — 1 Sat, Sept 29, 8 a.m.-5 p.m.

Covers the major components of a small business plan, developing a "first draft" business plan, success factors and available community resources. Fee: \$85.00

#### Assessment and Counseling for Women Small Business Owners — SEM 1079

CRN 65801 — 1 Sat, Sept 22, 8 a.m.-5 p.m.

CRN 65816 — 1 Mon, Sept 24, 8 a.m.-5 p.m.  
Goals, values and priorities you already have set will be examined, plus career and personal development of short and long term goals. Fee: \$85.00

#### Computers and Small Business — SEM 1074

CRN 65748 — 5 Wed, Oct 3-31, 6-9 p.m.

CRN 65756 — 5 Sat, Nov 3-Dec 8, 9 a.m.-12 Noon

Computer needs for small business application, programming and software recommendations will be discussed. Fee: \$125 00

#### Financial Management for Women Small Business Owners — SEM 1082

CRN 65767 — 1 Sat, Oct 6, 8 a.m.-5 p.m.

Designed for the inexperienced business owner in terms of projected financial planning and cost effectiveness. Fee: \$85 00

#### Home Based Business for Women Business Owners — SEM 1072

CRN 65775 — 5 Thurs, Oct 4-Nov 1, 4-7 p.m.

The pro's and con's of home based businesses; how to develop a business plan; how to advertise and promote; and local, state and federal requirements will be covered. Fee: \$125.00

#### Employee Relations for the Woman Small Business Owner — SEM 1083

CRN 65840 — 1 Sat, Oct 13, 8 a.m.-5 p.m.

This course is designed to provide employer/employee relations basics, taking into special consideration the role of the woman manager. Fee: \$85.00

#### Marketing for the Woman Small Business Owner — SEM 1084

CRN 65852 — 1 Sat, Oct 20, 8 a.m.-5 p.m.

A sound marketing and advertising plan will be outlined. Covers the ways and means of accessing market data and research for small business operations with key designs for women business owners. Fee: \$85.00

#### Taxes, Insurance and Legal Regulations for Women Small Business Owners — SEM 1085

CRN 65794 — 1 Sat, Oct 27, 8 a.m.-5 p.m.

This course explains various tax requirements, insurance liabilities, laws and governmental regulations that affect the small business owner. Fee: \$85 00

#### The Business Plan for Women Business Owners — SEM 1080

CRN 65883 — 5 Thurs, Oct 18-Nov 15, 6-9 p.m.

This seminar helps you establish your "road map" for your business by taking you through the steps of putting the business together, setting your goals and defining your market. Fee: \$125.00

#### Advertising and Promoting Your Small Business — SEM 1073

CRN 65712 — 3 Wed-Nov 7, 14, 28,

5-10 p.m.

Cost effectiveness planning for advertisement and promotion of various small businesses. Fee: \$125.00

#### Time Management for Small Business Owners — SEM 1086

CRN 65729 — 1 Fri, Nov 9, 8 a.m.-5 p.m.

Time management designs for professionals and small business managers/owners; in-depth discussion of time management plan for business related controls. Fee: \$85 00

#### Stress Management — SEM 1087

CRN 65827 — 1 Fri, Nov 16, 8:30 a.m.-5:30 p.m.

CRN 65838 — 2 Thurs, Dec 6 & 13, 6-10 p.m.

A foolproof design for those who work under continual deadlines, decision-making and employee relations; provides guidelines for stress management and training. Fee: \$85.00

#### Recordkeeping for Small Business Owners — SEM 1076

CRN 65730 — 3 Mon, Dec 3, 10 & 17, 5-10 p.m.

All aspects of accurate recordkeeping for small business including home based business; provides a clear and easy method for bookkeeping; discussion of the cost of employing recordkeepers and how to acquire. Fee: \$125 00

One day, 8-hour seminars do not include luncheons.

### Clements/Fort Bend Campus 4200 Elkins Drive (Sugarland)

#### Entrepreneurship — SEM 1014

CRN 39797 — 1 Wed, Aug 8, 6-10 p.m.

The costs and rewards of self-employment by starting a new business; describes the characteristics of a successful entrepreneur. Fee: \$35.00

#### Advertising and Promoting Your Small Business — SEM 1073

CRN 65945 — 5 Tues, Sept 18-Oct 16, 6-9 p.m.

Cost effectiveness planning for advertisement and promotion of various small business ventures. Fee: \$125 00

#### The Business Plan for Small Business Owners — SEM 1080

CRN 65874 — 5 Mon, Sept 24-Oct 22, 6-9 p.m.

Covers the major components of a small business plan, how to develop a "first draft" business plan, success factors and available community resources. Fee: \$125.00

#### Time Management for Small Business Owners — SEM 1086

CRN 65913 — 2 Tues, Oct 30 and Nov 1, 6-10 p.m.

Time management techniques for professionals and small business managers/owners. Fee: \$85 00

#### Stress Management for Small Business Owners — SEM 1087

CRN 65924 — 1 Tues and 1 Thurs, Nov 6 and 8, 6-10 p.m.

Look at how stress impacts your individuality and learn techniques for controlling stress and its effects. Fee: \$85 00

### Milby Campus 1601 Broadway

#### Entrepreneurship — SEM 1014

CRN 39808 — 1 Mon, Aug 13, 6-10 p.m.

Discussion of the costs and rewards of self-employment by starting a new business, describes the characteristics of a successful entrepreneur. Fee: \$35.00

#### Advertising and Promoting Your Small Business — SEM 1073

CRN 66116 — 5 Wed, Sept 19-Oct 17, 6-9 p.m.

Cost effectiveness planning for advertisement and promotion of various small businesses. Fee: \$125 00

#### The Business Plan for Small Businesses — SEM 1080

CRN 66127 — 5 Thurs, Sept 27-Oct 25, 6-9 p.m.

Covers the major components of a small business plan; develops a "first draft" business plan; discusses success factors and available community resources. Fee: \$125 00

#### Recordkeeping for Small Businesses — SEM 1017

CRN 66138 — 1 Thurs, Sept 13, 6-10 p.m.

Covers formation of a business, accounting systems, depreciation, expenses, net income determination, budget control expenses and how to analyze accounting statements. Fee: \$55 00

### About the Instructors . . .

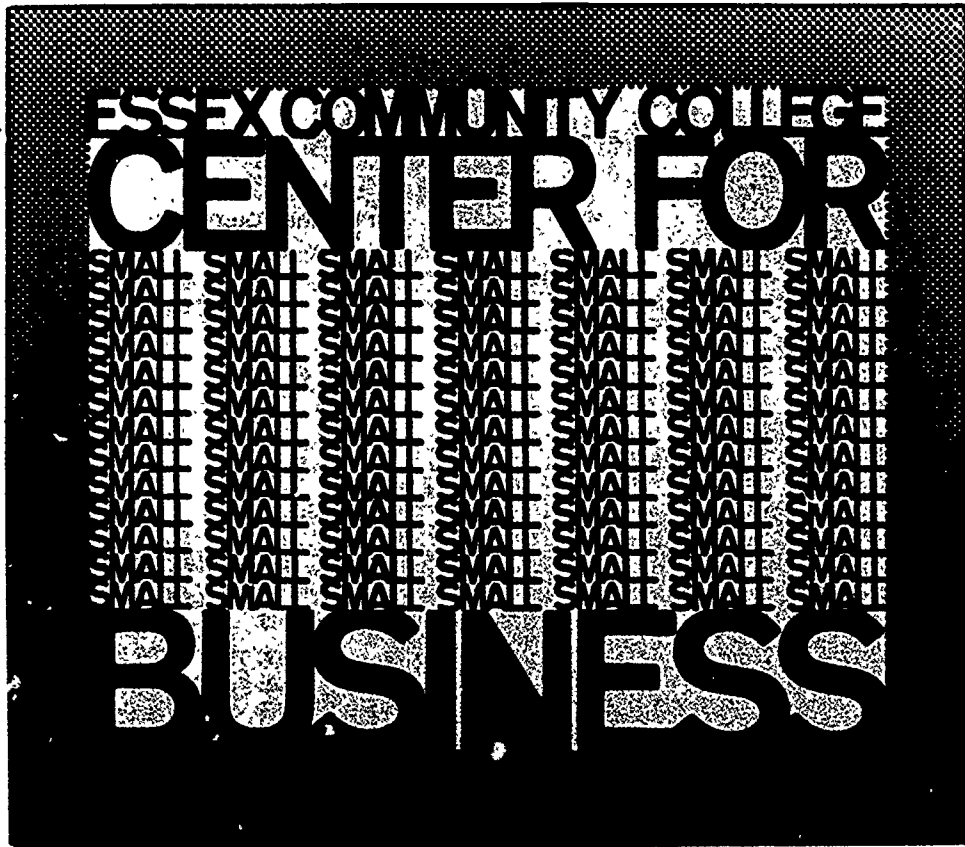
Instructors for the Small Business Seminars are selected based on their direct experience with owning their own small businesses and their ability to communicate this knowledge to others. It's the best of both worlds: they know small business and they know how to teach.



For more information, call 868-0780.

Small Business Institute  
Sales, Marketing & Management Division

SPRING 1983



**ESSEX  
COMMUNITY COLLEGE**  
Baltimore County, MD 21237



Small Business has been forecast as a major area of economic growth for the 80's, outstripping projected rates for other business sectors. Essex Community College in cooperation with the Baltimore Office of the Small Business Administration is presenting a series of classes designed to assist and support small business people in the successful operation of their organization.



Essex Community is a member of the Community College Small Business Training Network and the U.S. Small Business Administration, Baltimore District Office.

### RETAIL IN-STORE DISPLAY

This course is designed for the small and medium business person who wishes to learn how to design and construct retail posters, point-of-sale displays and other materials for in-store displays. The course will cover the fundamentals of retail display and design, including: construction of effective display materials, positioning and use of display materials, where to purchase display materials and how to maximize sales through the effective placement of display materials.

No. 3330A  
5 Mondays, 7:00 - 10:00 p.m.  
February 7 - March 7  
Tuition: \$23.00  
ECC Campus

### LEGAL, ACCOUNTING AND INSURANCE CONSIDERATIONS FOR THE SMALL BUSINESS

This course is designed to give the existing small business person assistance with legal, accounting and insurance problems. The course will cover: general legal problems, basic contract considerations, the buy and sell agreement, accounts receivable, how to collect your money. Other topics covered include general accounting problems, financial considerations, record keeping, and potential insurance risks and insurance coverage available and their costs.

No. 3314A  
3 Tuesdays, 7:00 - 9:00 p.m.  
May 3 - May 17  
Tuition: \$14.00  
ECC Campus

### RUNNING A SMALL BUSINESS WITHIN THE HOME

This course is designed for those people who are seeking alternative means of making money by operating a small business from the home. The course will assist students in determining the potential level of their hobbies, skills or interest, as to its profit-making marketability. Topics to be covered include: planning, marketing, publicity, packaging, contracts and legal obligations.

No. 3333A  
10 Wednesdays, 7:00 - 9:00 p.m.  
February 9 - April 20 (excluding 3/30)  
Tuition: \$30.00  
ECC Campus

### RUNNING A SMALL BUSINESS WITHIN THE HOME - ADVANCED

This course is designed to cover in more detail those topics developed in Introduction to How to Run a Small Business Within the Home. Topics to be covered include advanced marketing strategies; how to design and send announcements of craft exhibits, principles of business record keeping; determining overhead expenses and developing a profit margin.

No. 3355  
5 Wednesdays, 7:00 - 9:00 p.m.  
April 27 - May 25  
Tuition: \$15.00  
ECC Campus

### HUMAN RELATIONS IN SMALL BUSINESS

This course is designed for owners, managers and staff members of any small business who feel a need to improve their human relations skills. The course will cover such topics as: motivation, leadership and power, decision making, problem solving and group dynamics

No. 3328B  
1 Saturday, 9:00 a.m. - 4:30 p.m.  
April 9  
Tuition: \$12.00  
Fee: \$7.00 (includes lunch and materials)  
ECC Campus

No. 3328C  
1 Wednesday, 9:00 a.m. - 4:30 p.m.  
May 25  
Tuition: \$12.00  
Fee: \$7.00 (includes lunch and materials)  
ECC Campus



# SMALL BUSINESS MANAGEMENT SEMINARS

Especially designed to help small business during current economic times

Winter '82 — Co-sponsored by

Washtenaw Community College ■ Schoolcraft College ■  
Henry Ford Community College ■ Macomb Community College ■  
In Cooperation with: The Office of Economic Development,  
Michigan Department of Commerce and The Small  
Business Administration

## TIMES AND LOCATIONS

SEMINAR	HFCC 85 Science Bldg.	SCHOOLCRAFT 8440 Liberal Arts Bldg.	MCC S Bldg.	WCC 130A LASS
	(Mon. & Wed.)	(Tues. & Thurs.)	(Mon. & Wed.)	(Saturday)
Developing Your Own New Business	March 1 & 3	March 9 & 11	March 15 & 17	March 6
Financial Controls	March 8 & 10	March 16 & 18	March 22 & 25	March 13
Increasing Productivity	March 15 & 17	March 23 & 25	March 29 & 31	March 20
Communicating Through Letters & Memos	March 22 & 24	March 30 & April 1	April 5 & 7	March 27
Develop Your Selling & Negotiating Skills	March 29 & 31	April 6 & 8	April 12 & 14	April 3

These seminars are available at all the cosponsoring institutions. Please check with the college of your choice for specific information and registration.



**Washtenaw Community College**  
Community Services  
4800 E. Huron River Drive  
P.O. Box D-1  
Ann Arbor, Michigan 48106  
(313)973-3493



**Schoolcraft College**  
Bureau—SBMS  
Schoolcraft College  
18600 Haggerty Road  
Livonia, Michigan 48152  
Contact: Community Services  
591-6400, Ext. 409



**Henry Ford Community College**  
Box 8  
5101 Evergreen  
Dearborn, Michigan 48128  
Contact: Center for  
New Directors 271-2750, Ext. 330



**Macomb Community College**  
South Campus  
14500 Twelve Mile Road  
Warren, Michigan 48093  
Contact: Continuing Education  
445-7236

## SEMINAR DESCRIPTIONS

### Small Business Management Seminars Developing Your Own New Business

This seminar meets the needs of individuals trying to start a business or those who have recently begun a new business. Topics include: finding low-cost business opportunities, entering the franchise market; choosing a legal format for your business, obtaining money for your business; planning, forecasting, and developing a successful profit-making business.

### Develop Your Selling and Negotiating Skills

Successful business owners and managers know how to sell their products by using persuasive interpersonal negotiating skills. Human transaction is, in many cases, a selling transaction. This program enhances your persuasive skills in the business community. Learn the fine art of persuasion, develop effective listening techniques and understand the "how" and "why" people buy.

### Communicating Through Letters and Memos

Sharpen your skills for writing business letters and memos. Learn practical techniques for achieving brevity, coherence, clarity, and action. This two-session seminar helps you to understand the process of written communications and to say what you want quickly, clearly, and professionally. Seminar costs include an individual critique of your business letters and memoranda.

### Increasing Productivity

A seminar for business owners and managers at all levels interested in specific and proven techniques to increase productivity. Topics include: gaining employee participation in productivity improvement using the quality circle concept, setting standards, goals, and rewards; improving methods and simplifying work, developing techniques for motivating the modern worker. Participants learn how to create a high-performance/high-productivity environment in a business setting.

### Financial Controls

This presentation is designed to provide small-business managerial personnel with the decision-making skills to develop financial control. This seminar examines various systems of basic accounting and budgeting, such as break-even charts, direct-costing, and cost accounting. Participants become aware of the relationships between bankers and suppliers and learn the various cost and inventory controls necessary for effective business operations.





Highline Community College  
Self-Supporting Programs



Winter 1984



Courses, Workshops,  
and Seminars  
for  
**BUSINESSES**  
and  
**ORGANIZATIONS**



Highline Community College  
Community College District 9 • Midway, Washington 98053 • 206/878-3700

Non Profit Organization  
U.S. Postage  
**PAID**  
Kent Washington  
Permit No. 132

POSTAL CUSTOMER LOCAL

TIME DATED MATERIAL

# Starting or Strengthening Your Business

Course No. Item No.	Course Title Time	Day	Bldg./Rm	Instructor	Fee
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CSPB 001.	Recordkeeping For The Small Business,				\$44
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Z530 9 am-5 pm Sat 22-205 Keith, L.

Note... Item Z530 meets January 21 only.  
This workshop focuses on how to develop a recordkeeping system that is as simple as possible but adequate to meet your business needs. Topics include licensing, maintaining a business check register, reconciling your records to the bank, and completing and filing business tax reports. Computing payroll, keeping payroll records, and completing and filing payroll tax reports. Please bring a calculator; a workbook will be provided.

CSPB 001.	Income Taxes For The Small Business,				\$44
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Z522 9 am-5 pm Sat 22-205 Keith, L.

Note... Item Z522 meets February 11 only.  
Income taxes are a year-around concern for small business owners. You can pay less income tax legally if you learn what deductions and credits are available to your business. This workshop will help you understand what is a legitimate deduction and what special rules and recordkeeping apply to travel and entertainment, home offices, and business use of the personal car. Tax differences between sole proprietorships, partnerships and corporations are also discussed, as well as information on depreciation, estimated taxes, IRS audits and the new tax laws.

CSPB 001.	Financial Planning For The Small Business,				\$44
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Z524 9 am-5 pm Sat 22-205 Keith, L.

Note... Item Z524 meets March 10 only.  
The great majority of small businesses fail in the first two years. Most of them fail because of lack of funds, and many of those might not have failed if they had known how much cash they needed before they started. This workshop will teach you how to prepare a cash flow forecast for your business and what type of information a bank needs in considering a loan. Bring your pencils and calculator.

CSPB 001.	100 Ways To Start A Home Business,				\$30
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Z528 7-9:30 pm Mon 17-108 Cunningham, M.

Note... Item Z528 meets February 6 and 13 only.  
Designed for individuals who need ideas on starting a business in their home. Focus will be on how to package and promote your talents, skills, expertise, and experience in creative, effective, and economical ways that will help you make MONEY.

CSPB 001.	Fund-Raising Techniques for Non-Profit Organizations,				\$20
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Z532 7:10-9:00 pm Tues 17-203 Pagni-Peretti, L.

Note... Item Z532 meets January 24 and 31 only.  
Step by step techniques in fund raising for specific non profit organizations and political campaigns (the latter upon request). Goal setting, analysis of the organization, some marketing techniques to make the task of fund-raising easier.

CSPB 001.	Career Success Through Sales,				\$35
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Z536 9 am-4 pm Sat 22-206 Lucas, J.

Note... Item Z536 meets January 14 only.  
Broaden your knowledge of positions in sales. Every product and service needs someone to sell it. Learn how your personal life, education and personal goals fit in with a career in sales, and what kind of selling might suit you best. Opportunity to learn some skills of selling and some career search strategies to obtain a sales position you want.

Course No. Item No.	Course Title Time	Day	Bldg./Rm	Instructor	Fee
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CSPB 001.	Advanced Sales Techniques,				\$45
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Z538 9 am-4 pm Sat 22-206 Lucas, J.

Note... Item Z538 meets January 28 only.  
Learn the skills that can transform you into the top 10 percent of any sales group. Developed in America's top corporations, these techniques can eliminate the fear of calling on strangers, increase your confidence, and more importantly, increase your success ratio and ability to overcome objections. The workshop will make use of video playback and role play to ensure each participant has the opportunity to practice the skills in life-like situations.

CSPB 001.	Inventory Management,				\$26
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Z542 6:30-10 pm Thurs 26-213 Nelson, K.

Note... Item Z542 meets January 26 only.  
Management of inventory is a critical factor for business survival in today's economy - the difference between health and closing the doors. Here is the information you need in a practical series of steps you can put to use tomorrow. Learn how to treat unproductive inventory, how to establish a control system for replenishment, how to track your gross margin return on inventory investment and why it is the key to increasing your profit.

CSPB 001.	Advertising For The Small Business,				\$26
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Z546 7:30-9:30 pm Wed 17-205 Hoyt, E.

Note... Item Z546 meets January 11 only.  
You will learn steps in targeting your market, planning an ad, working up an ad, overall advertising plan and budgeting, selecting right media and obtaining free advertisement.

CSPB 001.	Personnel Management for the Business Owner,				\$26
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Z548 7:30-9:30 pm Wed 17-205 Hoyt, E.

Note... Item Z548 meets January 18 only.  
Learn screening techniques to match the job to the right person. Understand ways to manage the staff, how and why to write job descriptions, and how and why to set personnel policies even if you have only one employee.

CSPB 001.	How To Buy Or Sell A Business,				\$26
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Z550 7:30-9:30 pm Wed 17-205 Hoyt, E.

Note... Item Z550 meets January 25 only.  
Learn the process, formulas and analysis that can help you better determine the value of nearly any small business. A step by step approach used by consultants and others to evaluate the small business, to the advantage of the buyer and the seller.

CSPB 001.	Marketing Strategies for the '80's,				\$26
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Z552 7:30-9:30 pm Wed 17-205 Hoyt, E.

Note... Item Z552 meets February 1 only.  
Learn the difference between sales and marketing for the small business, the marketing function, the steps of marketing, market research and sales forecasting. This seminar will aid your management control.

CSPB 001.	Learning The Basics of Selling,				\$26
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Z554 7:30-9:30 pm Wed 17-205 Hoyt, E.

Note... Item Z554 meets February 8 only.  
Experience the principal steps in selling, develop your own selling style. Learn the psychological steps in buying and selling, why customers buy and when. Develop a system for selling using performance evaluation.

## Business Women on the Go

January 24, 1984 • 6:30-8:30 p.m.

Highline Community College

Artists-Lecture Center • No Charge

Learn how to make business trips profitable and productive.

sponsored by:  
Eastern Airlines  
Highline Community College  
Women's Resource Center and  
Hospitality/Tourism Management Department

BERGEN COMMUNITY COLLEGE DIVISION OF COMMUNITY SERVICES  
IN COOPERATION WITH THE UNITED STATES SMALL BUSINESS  
ADMINISTRATION AND OTHER ORGANIZATIONS WORKING TO ASSIST  
THE SMALL BUSINESS PERSON PRESENTS:

# SMALL BUSINESS SEMINARS

## A CAPITAL IDEA: IMPROVING BUSINESS

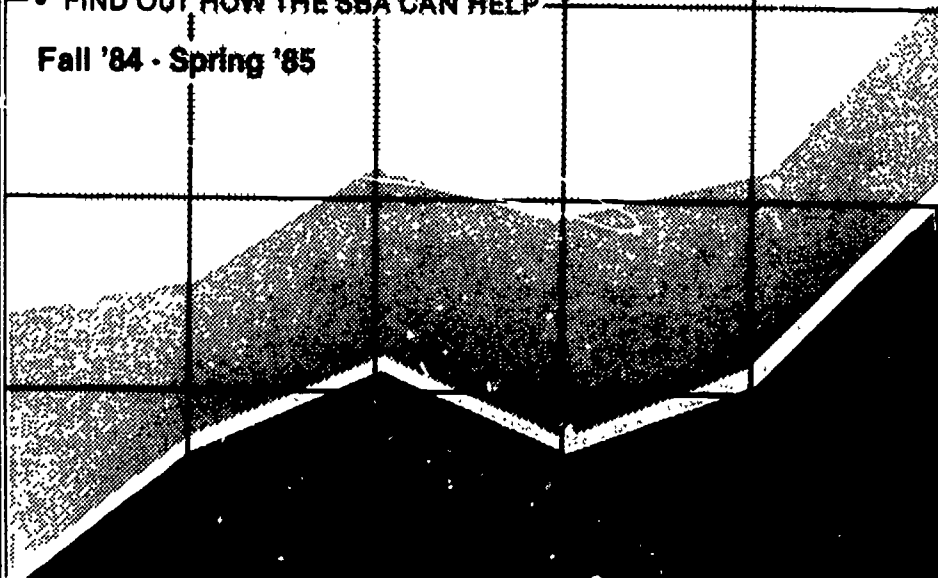
### SMALL BUSINESS OWNERS:

- LEARN NEW PLANNING TECHNIQUES
- DISCOVER RECORDKEEPING AND TAX REQUIREMENTS
- INCREASE SELLING POWER
- CHOOSE THE RIGHT COMPUTER FOR YOUR BUSINESS
- GAIN MORE PROFITS FOR ANY BUSINESS

### THINKING ABOUT STARTING A BUSINESS?

- LEARN TRIED-TRUE START-UP TECHNIQUES
- CONSIDER HOME-BASED BUSINESS
- LEARN MARKETING STRATEGIES
- FIND OUT HOW THE SBA CAN HELP

Fall '84 - Spring '85



## MICROCOMPUTERS FOR THE SMALL BUSINESS

This course provides owners and managers of small businesses with the practical knowledge needed to evaluate and select a microcomputer and software to fit different business requirements. This seminar provides a survey of different business functions and how they can increase productivity and cash flow. A "hands-on" approach is used to introduce entrepreneurs to applications in word processing, database management, automated accounting, inventory and scheduling, financial planning and reporting.

Pre-requisite: No prior computer experience required.

Course #CC009-03  
Thursdays  
2 Sessions  
Building E, Room 79  
Instructor: to be announced

Class #49034  
7:00 p.m.—10:00 p.m.  
Nov. 1 and 8, 1984  
Cost: \$70.00

Course #CC009-04  
Thursdays  
2 Sessions  
Building E, Room 79  
Instructor: to be announced

Class #19035  
7:00 p.m.—10:00 p.m.  
March 7 and 14, 1985  
Cost: \$70.00

## MARKETING AND SALES STRATEGIES: HOW TO GET YOUR SHARE

This five week course will offer the basic principles of marketing. It will explain how to go about finding potential customers, how to advertise, how to find distributors and how to price products. It will explore the differences between Market Research and blindly hoping a product will sell. It will aid the prospective owner to increase present markets and sell more of current offerings.

This course is designed for persons already in a small business and for those committed to starting one.

Instructor: Henry Gerson, President, Steron, Inc.

Course #BI157-01  
Mondays  
5 Sessions  
Building E

Class #41015  
7:30 p.m.—9:30 p.m.  
October 8—Nov. 5, 1984  
Cost: \$25.00

Course #BI157-02  
Wednesdays  
5 Sessions  
Wood Ridge High School

Class #11016  
7:30 p.m.—9:30 p.m.  
March 27—April 24, 1985  
Cost: \$25.00

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# Special Interest Programs

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American Association of Small Research Companies

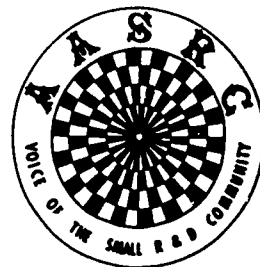
announce

**Cleveland-Great Lakes  
INDUSTRIAL INNOVATION CONFERENCE**

Stouffer's Inn On The Square Cleveland, OH

October 5, 6 & 7, 1983

*in cooperation with the*  
**U.S. Small Business Administration/Cleveland, OH**  
**NASA Lewis Research Laboratories**



## THE FORMAT

### **PRESENTATIONS BY SPONSORS —**

*How and What to Sell Us* given by sponsoring large companies following the dinner on Wednesday evening, October 5.

### **PRESENTATIONS BY SELLERS —**

All small company attendees will make a brief (3-5 minute) audio-visual presentation in one of four sessions describing their specific technologies and services to large firms interested in products and processes covering almost every area of business activity. Overhead and 35 mm slide projectors will be provided during the presentations.

### **WORKSHOPS —**

A series of workshops chaired by (1) government representatives (DOE, NBS, NASA, SBA) detailing business opportunities and services available to technically-based small companies in the government; and (2) educational institutions and local organizations outlining services available to small high-technology companies and individuals.

### **TECHNOLOGY PACKETS —**

Describes technologies Offered and Sought by the attendees. Registrants are encouraged to submit the enclosed "Technology Offered" and/or "Technology Sought" information sheets **prior** to the meeting. **All** buyer's "Sought" sheets will be distributed to small company attendees on the first day of the conference. **Both** the "Sought" and "Offered" sheets will be consolidated into packets and made available for sale (see conference registration form) to large companies to enable preview of available technologies. Packets are mailed two weeks prior to the meeting.

### **EXHIBITS —**

Exhibit tables will be available throughout the schedule. Both buyers and sellers are welcome to reserve tables at nominal costs (see registration form). Printed signs will be provided.

### **FREE TIME FOR BUY/SELL INTERACTION AND INFORMATION EXCHANGE —**

Ample time is scheduled during the conference for small and large companies to discuss mutual interests. Free periods, luncheons, dinners and hospitality hours are all designed with this important conference objective in mind.

# THE CONFERENCE

## SPONSORS

### *Corporate*

DIAMOND SHAMROCK CORP.

EAST OHIO GAS

STANDARD OIL CO. OF OHIO (SOHIO)

B. F. GOODRICH CO.

FERRO CORPORATION

EX-CELL-O CORPORATION

ARTHUR YOUNG & CO.

BENESCH FRIEDLANDER COPLAN  
& ARONOFF

TRW

CLEVELAND ELECTRIC  
ILLUMINATING CO.

BATTELLE/COLUMBUS DIVISION

### *Economic Development, Government & Educational Institutions*

GREATER CLEVELAND GROWTH ASSOCIATION

U. S. SMALL BUSINESS ADMINISTRATION

NASA LEWIS RESEARCH CENTER

CUYAHOGA COMMUNITY COLLEGE

CASE WESTERN RESERVE UNIVERSITY

NATIONAL BUREAU OF STANDARDS/  
DEPARTMENT OF ENERGY  
"ENERGY-RELATED INVENTIONS PROGRAM"

OHIO DEPARTMENT OF DEVELOPMENT

OHIO TECHNOLOGY TRANSFER  
ORGANIZATION

## PURPOSE

To promote the interaction of small and large businesses to cause the transfer, development and commercialization of new technology.

To create a positive image of the Cleveland-Great Lakes Area as a center for new technology development and commercialization.

To identify agencies, institutions, organizations, and governmental offices that can assist or participate in the dissemination of information and resources necessary for technology transfer and new business development in Cleveland-Great Lakes Area.

## OBJECTIVE

To bring buyers and sellers together to offer technology for sale or license to companies who are actively seeking products and processes which can improve their existing products or lead to new business opportunities.



SECOND ANNUAL  
**ROUNDTABLE**  
for  
**WOMEN IN FOODSERVICE**

**THE BUSINESS OF FOOD: PURSUING SUCCESS**



WEDNESDAY, OCTOBER 10, 1984

11:00 am – 3:30 pm

The Plaza Hotel – New York City

Co-sponsored with U.S. SMALL BUSINESS ADMINISTRATION  
The Office of Women's Business Ownership

IF YOU ARE IN FOODSERVICE, THIS PROGRAM IS DESIGNED  
FOR YOU!

*JOIN THE ROUNDTABLE & EXCHANGE WITH THE EXPERTS*

The Roundtable For Women In Foodservice, Inc., is a non-profit, tax-exempt, educational organization for the express purpose of helping women to prosper in the foodservice industry through a three-pronged program: Regional Roundtables, University-based Workshops, and Local Chapters (currently in New York, Atlanta, Washington, D.C., Miami, Boston and Los Angeles).

Roundtables are held in major cities throughout the year to meet the specific needs of women who want to enter or advance in the food / foodservice industry. The Roundtable, as central source of information and education, provides its members with access to career and business opportunities and each other, and a professionally managed networking and support system.

**REGIONAL ADVISORY COMMITTEE**

Chairpersons: Judith Korey Charles, Charles Communications  
Angela Phelan, Angela Phelan & Co.

**Committee:**

IRENA CHALMERS, *Chalmers Cookbooks, Inc.*  
SUSAN CLIFFORD, *Small Business Administration*  
DIANNE DAVIS, *RWF President, International TEAM Associates*  
SUSAN GLICKMAN, *Office of Business Development*  
FRAN KAPLAN, *Cecilwars*  
HENRY LAMBERT, *Pasta & Cheese*  
DEAN WILLIAM MAY, *New York University*  
PATRICIA McCANN, *WMCA Radio*  
NEIL REYER, *Chemical Bank*  
GINA SANCHEZ, *Minority Business Development Agency*

# NINE SPECIAL WORKSHOPS ON INTERNATIONAL TRADE



Presented by  
Community Colleges of Spokane  
Institute for Extended Learning,  
The United States Department of Commerce  
International Trade Administration, and  
Washington State Department of Commerce and Economic  
Development, International Trade and Investment Division

Sept. 12, Oct. 16, Nov. 13, Dec. 11, Jan. 9, 1984;  
Feb. 12, Mar. 12, Apr. 9, May 14, 1985  
Institute for Extended Learning  
W3305 Fort George Wright Drive



Community Colleges of Spokane, Institute for Extended Learning; The United States Department of Commerce International Trade Administration; and Washington State Department of Commerce and Economic Development, International Trade and Investment Division present a series of workshops for regional businesses currently involved in or considering exporting. Individuals may attend one or all nine workshops. All sessions include informal consultation time available after the workshop.

Workshops are held at the Institute for Extended Learning, W3305 Fort George Wright Drive (across from Spokane Falls Community College).

Each workshop is \$25. For companies sending four or more people or attending four or more workshops, the fee is \$20 per session, payable seven days prior to the workshop.

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## Trade Fair Showmanship How to be most effective

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September 12, 1984, 8:15 - 11:30am  
Institute for Extended Learning

Dick Meumann, Managing Director,  
Dusseldorf Trade Show Inc., New York City

Steve Hatch, President,  
Washington State International Trade Fair, Seattle

How to display products, arrange shipping and hospitality, choose the right show, receive foreign visitors, handle follow-up, and use trade fairs as a market promotion and research tool.

Workshop for people involved in management, and sales/marketing.

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## Export Banking and Finance

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October 16, 1984, 8:30am - 12:30pm  
Institute for Extended Learning

Robert Sebastian, Export Assistance Center of Washington Inc., Seattle

How to use the Export Assistance Center; and structure a loan.

Kenneth W. Rosenberg, Vice President, Trade Finance, First Interstate Bank of Washington, Seattle

Collection documents, foreign exchange, and use of multinational banks.

Blake Beyeler, Assistant Vice President,  
Seattle First National Bank, Spokane

Sources of financing for exporting, available programs from the Federal Government and commercial banks.

Workshop for people involved in clerical, finance/accounting, legal concerns, management, and sales/marketing.

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## Transportation

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November 13, 1984, 8:30am - 12:30pm  
Institute for Extended Learning

Frank Dausz, Vice President, Export Department,  
George S. Bush Co. Inc., Portland

Evaluating methods of shipment, and insurance selection.

Blake Beyeler, Assistant Vice President,  
Seattle First National Bank, Spokane

Importance of correct documentation, and payment alternatives.

Workshop for people involved in finance/accounting, sales, and shipping.

**Small Business: Everybody's Business**

UNITED STATES DEPARTMENT OF COMMERCE - Associate Office

# Chautauqua

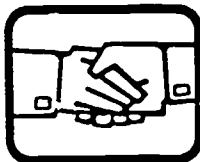
# County

# Small

# Business

# Assistance

# Service



C. RONALD VAHL  
Coordinator

Locally-Based Business  
Assistance and Information  
Services for the  
Small Business Operator

Sponsored by

The County of Chautauqua  
and

**JCC**

Jamestown Community College



*IF . . . you're already in business, the SBAS has assistance in these areas:*

Business Counseling

Technical Advice

Financial Planning

Funding Application \*

Resource Utilization

Help with 'red taps'



*IF . . . you're planning to go into business, the SBAS offers 'New-Business Packaging' assistance services in these areas:*

Opportunity Evaluation

Marketing

Sales

Finance \*

Operations

Technical Matters, and Comprehensive  
New Business Plans

*The SBAS also sponsors workshops and seminars on subjects of interest to the Chautauqua County business community.*

*\* Neither the SBAS or Chautauqua County has money to lend . . . all financial assistance will be in the form of assistance in applying for financing at some other source.*

*The SBAS also serves as a 'clearing house', aiding in the solution of small business problems through referrals to:*

ACE (Active Corps of Executives)

Business Associations

Chambers of Commerce

FmHA (Farmers Home Administration)  
Business and Industry Loan Program

IDA (Industrial Development Agency)

JCC (Jamestown Community College)  
Counseling and Career Development Center

Continuing Education Division

Project Hercules

Instructional Staff Consultants

JDA (NYS Job Development Authority)

Lending Institutions

Manufacturers Associations

National Association of Accountants  
Socio-economic Committee

Northern Chautauqua County Industrial Council

NY Business Development Corp.

NY State Department of Commerce  
Ombudsmen for Business

Small Business Services Division

NY State Department of Labor

NY State Employment Service

NY State Office of Business Permits

NY State Sales Tax Division

NY State Vocational Rehabilitation Service

PIC (Private Industry Council)

Planning and Development Department

SBA (Small Business Administration)

SCORE (Service Corp of Retired Executives)

Small Business Institute  
(St. Bonaventure University)

State University College at Fredonia  
Continuing Education Division

US Department of Commerce

Veterans Service Agency

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# Computer Programs

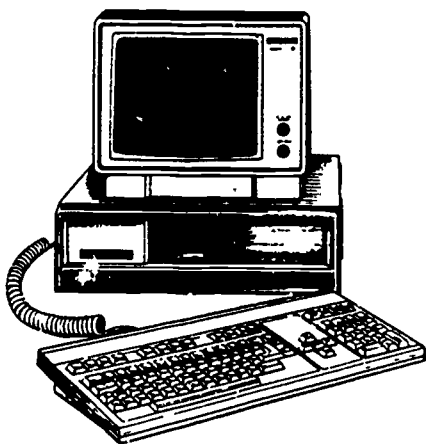
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# Small Business Center

Lake-Sumter Community College  
5900 South Highway 441  
Leesburg, Florida 32788

## SMALL BUSINESS & THE MICRO-COMPUTER



In Cooperation with  
U.S. Small Business Administration



ARE YOU THINKING ABOUT INSTALLING A MICRO-COMPUTER?  
ARE YOU OR SOMEONE IN YOUR BUSINESS DROWNING IN A SEA OF  
PAPERWORK?

HAVE YOUR FILES EVER SWALLOWED AN IMPORTANT LETTER OR  
SPECIAL ORDER?

DOES IT TAKE HOURS OR DAYS TO RESPOND TO CUSTOMER INQUIRIES?

DOES TAKING INVENTORY MAKE YOU WANT TO CRY?

**If you answered yes to any of these questions, we may have the answer!!!!**

The Small Business Center at Lake-Sumter Community College is pleased to announce a seminar on computer applications for the small business. This "hands-on" seminar will be held Tuesday, June 19, 1984 from 6:30 p.m. until 9:30 p.m. in the College Union Building.

The seminar will provide an overview of micro-computers and a display of hard- and software packages for various business uses.

Participants will have an opportunity to try some of the new systems available and to talk to experts in the field. Due to the special nature of this seminar, enrollment will be limited to the first 50 paid registrants.

**Fee: \$15.00 per person attending**

For Further Information Contact:

**Lake-Sumter Community College  
Small Business Center  
(904) 787-3747, ext. 276**



bay area  
chamber of commerce

"we mean business"

# APPLICATION OF *MICROCOMPUTERS* IN YOUR BUSINESS

## WORKSHOP

**WEDNESDAY, AUGUST 8th**

**8:30 a.m., EDEN 1 college campus**

The workshop will:

- give participants an introduction to microcomputers and explore how they can be utilized in your business;
- include an overview of the use of spread sheets and data base management systems;
- explain how spread sheets can allow you to manipulate many business and mathematical variables easily, such as your accounting problems;
- examine through demonstration of the INFORM language on the PRIME computer and the dBASE II system how data base management systems can aid your business in creating, editing, and sorting information;
- utilize a combination of lecture, hands-on instruction, and microcomputer vender demonstrations. No experience with computers is necessary.

Vendors will demonstrate current business packages that are available.

### SCHEDULE

8:30 - 9:00	Registration and Welcome	Eden 1
9:00	Introduction to Microcomputers	William McGuire, Associate Professor of Computer Science
	A. Spread Sheets	
9:50	Break	
10:15	Data Base Management Systems	
	A. The INFORM Language on the PRIME Computer	Suzanne Street, Director of Data Processing
	B. dBASE II on the Microcomputer	Dr. Terry Weaver, Media Specialist
11:30	Buffet Luncheon with Discussion	Empire 101
12:30 - 2:00	Hands-on Lab Demonstrations	Randolph 7, Computer Lab
12:30 - available according to interest until 5:00 p.m.	Microcomputer Vendors' Demonstrations	Empire Hall

Workshop sponsored by the BAY AREA CHAMBER OF COMMERCE and the SMALL BUSINESS DEVELOPMENT CENTER at Southwestern Oregon Community College.

The Small Business Development Center is partially funded by the Small Business Administration.



Cost is \$10.00 per person which includes a buffet luncheon.

**SPACE IS LIMITED.** Register through the Bay Area Chamber of Commerce by AUGUST 1. For more information call 269-0215 or 888-2525, ext. 259.

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# Special Topics Programs

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# VETERANS and Small Business

## Freedom at Work



### Attention Veterans!

As a honorably discharged Veteran of the Armed Forces our agency has pledged to give special consideration to your needs for assistance in starting or managing a small business.

#### Special Training

SBA provides special business training programs which can teach a veteran the basics of small business operations. Other business management courses are tailored to the needs of those already in business. These special training programs are being scheduled frequently, ask about them.

#### Procurement Assistance

This office can also provide you with advice and assistance on how to do business with the Federal Government as

a small business contractor. If you have products and services to sell, ask about being registered in PASS - Procurement Automated Source System.

#### Business and Financial Advice

Our business and financial counselors are available to advise you on sources of financial assistance. Please keep in mind that SBA business loans are not entitlements or benefits automatically bestowed upon a veteran. To qualify for an SBA guaranteed or direct loan, all applicants must have first been turned down by a bank or commercial lender; and the applicant must demonstrate a sound business plan, some personal equity and a reasonable assurance that any loan can be repaid from the proceeds of the business. This is required by law for all loan applicants.

Our loan officers will give priority in processing and funding of loan applications from veterans. Vietnam-era and disabled veterans may qualify to have

their approved loans funded under special programs set-aside specifically for them. A loan officer can explain these programs to you.

When a loan is declined, the veteran will be provided as prompt and thorough an explanation of the reasons as possible, and will be advised of corrective measures that might be taken to strengthen the application or to apply for reconsideration. The District SBA office has final authority on loanmaking decisions, so it is important to work closely with them.

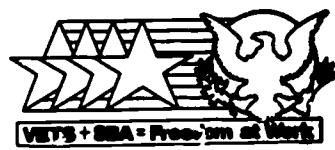
#### Management Assistance

Management assistance and counseling is the principle service that SBA can provide to a veteran starting a business. It is the most important because good management of a business is the single most critical element in achieving success. The management assistance officers and SCOREACE counselors are available free of charge to help you.

President Reagan, SBA Administrator James Sanders, and the Congress have declared that, the men and women who served their country shall be given special consideration in all our programs and activities. We have pledged to do all we can to be of assistance to you in achieving your small business goals.

#### Veterans Affairs Officers

There is a Veterans Affairs Officer (VAO) on duty in each District Office, especially appointed and trained to be your guide in seeking business assistance. The VAO can answer your questions or help direct you to the appropriate individual and resources. Telephone the SBA office nearest you and talk to the Veterans Affairs Officer if you need help.



U.S. Small Business Administration  
Office of Veterans Affairs

1441 L Street, N.W.  
Washington, D.C. 20416



A Unique New Series  
of  
Business Seminars

FALL  
1984

Women's  
Business  
Ownership



Offered by:

Mira Costa  
Palomar  
San Diego  
Southwestern

in cooperation with  
U. S. Small Business Administration

**The Four Courses:**  
Described Below are the Follow-on  
Courses from the President's  
National Initiative Conference for  
Women Business Owners

**1. Women Business Owners Orientation**

Length: 45 Hours  
For: New and Potential Business Owners

Covers: Personal qualifications needed to run a successful business; and the skills and personal financial commitment required to start a small business. This is a very comprehensive training opportunity especially recommended for those who are considering business ownership

Offered by: Mira Costa, Palomar, San Diego

**2. The Basics for Doing Business from Home**

Length: 15 Hours  
For: New and Potential Business Owners

Covers: How much success to expect from a home-based business, based on your skills, attitudes and lifestyle; how to define the product/service you will offer, and outline a marketing plan; how to set up business structure to include business records, insurance, appropriate support system; what local zoning, licensing and permit requirements are; how to avoid pitfalls, and balance business and lifestyle requirements and more.

Offered by: Mira Costa, San Diego, Southwestern

Each course has been adapted by the site offering it to meet the specific needs of the community served.

**3. The Business Plan**

Length: 15 Hours  
For: New and Potential Business Owners

Covers: Elements of a good business plan; profile of your business; resources available to you; implementing the steps toward your goals; defining customer needs/characteristics and determining your market share. Results: Establishing your road map for your business. Takes you through the steps of putting the business together, setting your goals and defining your market.

Offered by: Palomar, San Diego, Southwestern

**4. Selling Your Product or Service to the Government**

Length: 4 1/2 Hours  
For: Established business owners (4 years or more in business) New to Government Contracting

Covers: The bidding process, pre-bid conference, pre-award survey; how the Government advertises purchasing needs; resources available to assist you; how to market your company, types of contracts; forms required and more.

Offered by: Mira Costa, Palomar, San Diego,  
Southwestern

★ INFORMATION ★

Mira Costa - Community Services  
942-1342

Palomar - Community Services  
744-1150

San Diego - Community Services  
230-2251

Southwestern - Community Services  
421-6700

Register me for these workshops. I have completed both sides of this form and enclosed my check made out to Community Services.

**Mira Costa**

- |     |          |                                  |      |
|-----|----------|----------------------------------|------|
| □ 1 | Part I   | 9/29 9 am - 3:30 pm              | \$39 |
|     |          | 10/1, 8, 15, 22, 29 7 - 10 pm    |      |
| □ 1 | Part II  | 11/3 9 am - 3:30 pm              | \$39 |
|     |          | 11/5, 19, 26, 12/3, 10 7 - 10 pm |      |
| □ 2 | 9/22, 29 | 9 am - 4:30 pm                   | \$26 |
| □ 4 | TBA      |                                  | \$10 |

**Palomar**

- |     |                     |  |      |
|-----|---------------------|--|------|
| □ 1 | Part I              | 10/16, 18, 23, 25, 30, 11/1, 6, 8 7-10 pm  | \$39 |
| □ 1 | Part II             | 11/13, 15, 30, 27, 29, 12/4, 6, 11 7-10 pm | \$39 |
| □ 3 | 9/29 9 am - 3:30 pm |  | \$26 |
|     |                     | 10/3, 10, 17, 7 - 10 pm                    |      |
| □ 4 | TBA                 |  | \$10 |

**San Diego**

- |     |                                     |      |
|-----|-------------------------------------|------|
| □ 1 | 9/25, 27, 10/2, 4, 9, 11 6:30-10 pm | \$65 |
|     | 9/29, 10/6, 13 8:30 am - 5 pm       |      |
| □ 2 | 10/15, 17 6:30 - 10 pm              | \$22 |
|     | 10 20 8:30 am - 5 pm                |      |
| □ 3 | 10/23, 25 6:30 - 10 pm              | \$22 |
|     | 10/27 8:30 am - 5 pm                |      |
| □   | TBA                                 | \$10 |

**Southwestern**

- |     |                          |      |
|-----|--------------------------|------|
| □ 2 | 10/1, 3 6:30 - 9:30 pm   | \$22 |
|     | 10/6 8 am - 5 pm         |      |
| □ 3 | 10/16, 18 6:30 - 9:30 pm | \$22 |
|     | 10/20 8 am - 5 pm        |      |
| □ 4 | 9/29 8 am - 12:30 pm     | \$10 |

# **A Unique New Series of Small Business Seminars**

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***Fall 1984***

**Women's  
Business  
Ownership**



*Offered by:*  
**Houston Community College System  
Small Business Institute**

*in cooperation with*  
**U.S. Small Business Administration**

**The Four Courses Which are Described Below are the Follow-on Courses from the President's National Initiative Conference for Women Business Owners September 6, 7, & 8, 1984 Adam's Mark Hotel**

## Women Business Owners Orientation

CRN 65703 Prefix & Course No. SEM 1071

6 Saturdays, Sept. 22-Oct 27, 8 a.m.-5 p.m.

For: New and Potential Business Owners

Covers: Personal qualifications needed to run a successful business; and the skills and personal financial commitment required to start a small business. This is a very comprehensive training opportunity especially recommended for those who are considering business ownership.

Length: 45 hours

Fee: \$195.00

Team Will include: Carol C. Cosum, Ed.D., Counseling & Consulting Psychologist; Eileen Effant, Careers, Etc.; Greta P. Hicks, Certified Public Accountant (CPA); Suzanne Jackson, Central City Business & Management Services, Inc.; Mary Alice Rice, Rice Aviation

### Option

The above course has been divided into six skills areas. You have the option of registering only for those skill areas of interest to you and paying the fee(s) indicated below each.

- Assessment and Counseling for Women Small Business Owners

CRN 65801 Prefix & Course No. SEM 1079

1 Saturday, Sept. 22, 8 a.m.-5 p.m.

Goals, values and priorities you already have set will be examined, plus career and personal development of short and long term goals. Fee: \$85.00

- Planning Your Small Business for Women Business Owners

CRN 65781 Prefix & Course No. SEM 1081

1 Saturday, Sept. 29, 8 a.m.-5 p.m.

Covers the major components of a small business plan, developing a "first-draft" business plan, success factors and available community resources. Fee: \$85.00

- Financial Management for Women Small Business Owners

CRN 65787 Prefix & Course No. SEM 1082

1 Saturday, Oct. 6, 8 a.m.-5 p.m.

Designed for the unexperienced business owner in terms of projected financial planning and cost effectiveness. Fee: \$85.00

- Employee Relations for the Women Small Business Owner

CRN 65840 Prefix & Course No. SEM 1085

1 Saturday, Oct. 13, 8 a.m.-5 p.m.

This course is designed to provide employee/employee relations basics, taking into special consideration the role of the women. Fee: \$85.00

- Marketing for the Women Small Business Owner

CRN 65862 Prefix & Course No. SEM 1084

1 Saturday, Oct. 20, 8 a.m.-5 p.m.

A sound marketing and advertising plan will be outlined. Covers the ways and means of accessing market data and research for small business operations with key designs for women business owners. Fee: \$85.00

- Taxes, Insurance and Legal Regulations for Women Small Business Owners

CRN 65794 Prefix & Course No. SEM 1085

1 Saturday, Oct. 27, 8 a.m.-5 p.m.

This course explains various tax requirements, insurance liabilities, laws and governmental regulations that affect the small business owner. Fee: \$85.00

## The Basics for Doing Business from Home

CRN 65775 Prefix & Course No. SEM 1072

5 Thursdays, Oct. 4-Nov. 1, 4-7 p.m.

For: New and Potential Business Owners

Covers: How much success to expect from a home-based business, based on your skills, attitudes and lifestyle; how to define the product/service you will offer, and outline a marketing plan; how to set up business structure to include business records, insurance, appropriate support system; what local zoning, licensing and permit requirements are; how to avoid pitfalls, and balance business and lifestyle requirements and more.

Length: 15 hours

Fee: \$125.00

Team Will include: Eileen Effant, Careers, Etc.; Jeann Howse, Scotman Printing, Inc.; Jo Ann Yeakley, Module Designers, Inc.

## The Business Plan

CRN 65883 Prefix & Course No. SEM 1080

5 Thursdays, Oct. 18-Nov 15, 6-9 p.m.

For: New and Potential Business Owners

Covers: Elements of a good business plan; profile of your business; resources available to you; implementing the steps toward your goals; defining customer needs/characteristics and determining your market share. Results: Establishing your road map for your business. Take you through the steps of putting the business together, setting your goals and defining your market.

Length: 15 hours

Fee: \$125.00

Team Will include: Suzanne Jackson, Central City Business & Management Services, Inc.; Alice Rice, Rice Aviation; Greta P. Hicks, Certified Public Accountant (CPA)

Lunches not included in all day seminars.

**Information: 868-0780**

## Selling Your Product or Service to the Government

CRN 38613 Prefix & Course No. SEM 1077

1 Saturday, Nov. 17, 8 a.m.-12:30 p.m.

For: Established Business Owners (4 years or more in business) New to Government Contracting

Covers: The bidding process, pre-bid conference, pre-award survey; how the Government advertises purchasing needs; resources available to assist you; how to market your company, types of contracts; forms required and more.

Length: 4½ hours

Fee: \$55.00

Team Will include: Sondra Caney Smith, Sondra Smith & Associates; Judy Meyer, Management Consultant; Lyn B. Wetteroth, EEO Specialist

## Other Follow-Ons:

Computers and Small Business

CRN 65748 Prefix & Course No. SEM 1074

5 Wednesdays, Oct 3-31, 6-9 p.m.

CRN 65758 Prefix & Course No. SEM 1074

5 Sat, Nov 3-Dec 8, 9 a.m.-12 noon

Computer needs for small business application, programming and software recommendations will be discussed.

Fee: \$125.00

Seminar Leader: Betty Corbin, Corbin Consultants, Inc.

## SPRING 1985

Special Series "Money & Your Business" co-sponsored with the National Association of Bank Women

For information call:

Kathy Rountree, BancTexas of Houston, 650-0600, Ext. 268

or Houston Community College System, 868-0780

## Registration Information

Mail in registration should be received one week prior to beginning date of seminar. Complete the form on the back panel of this brochure and mail with your check to: Emmett Pugh, Houston Community College System, 1300 Holman, Houston, Texas 77004

Or if you prefer you may register at the Galleria Center, 5615 Westheimer, three working days before the seminar begins. A seminar may be cancelled if there are not enough registrants. Full refund is made.

**BUSINESS  
OWNERSHIP  
FOR  
MINORITY  
WOMEN  
CONFERENCE**

REGISTRATION \$4.00  
Mail Registration Form and Check to

B O M W  
c/o Charlotte Williams  
Rutgers Small Business  
Development Center  
53 Washington Street  
Newark, N.J. 07102

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

I OWN A BUSINESS \_\_\_\_\_

I'M HOPING TO START A BUSINESS \_\_\_

I NEED  
CHILD CARE SERVICES

Yes  No

**B.O.M.W. CONFERENCE  
PROGRAM  
SATURDAY, JUNE 23, 1979**

8:30 A.M.	REGISTRATION
9:30	GENERAL SESSION Welcome - Atty. Golden E. Johnson, President Garden State Bar Association Keynote: Senator Wynona Lipman, New Jersey State Senate Historical Overview: Charlotte Williams Rutgers Small Business Development Center Panel: Women Business Owners Tell Their Stories
10:30	WORKSHOPS <u>For Potential Business Owners</u> A. Stop: Do You Have What It Takes To Start? <u>For Current Business Owners</u> B. Surviving As A Minority Business Owner
10:30 - 4:30	EXHIBITS: Minority Women Business Owners Will Exhibit Their Services Or Products
12:00	LUNCH*
12:00 - 4:30 P.M.	INDIVIDUAL COUNSELING
1:30	WORKSHOPS C. Getting Started Right D. Resources, What Help Is Available? E. Financing Your Business F. Managing People, Time and Money
3:00 - 4:30	WORKSHOPS C - F WILL BE REPEATED

\* Food and beverages may be purchased

Steering Committee

Creative Garden  
Edmund L. Houston Foundation  
First Harlem Management Corporation  
Greater Newark Urban Coalition  
Interracial Council For Business Opportunity  
Minority Business Opportunity Committee

The Federal Executive Board of  
Metropolitan Northern N.J.  
North Jersey Alumnae Chapter  
Delta Sigma Theta, Inc.  
Rutgers Small Business Development Center  
Urban League of Essex County  
U.S. Small Business Administration

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ATTACHMENT 1A

HOW TO ORDER "ERIC" DOCUMENTS

Address: Document Reproduction Service  
P.O. Box 190  
Arlington, Virginia 22210  
800-227-3742

Be sure to use a copy of the form located on the next page and to include:

Order # (6 digits)

Specify either: Microfiche (MF) or Paper Copy (PC)

Enclose check or money order payable in U.S. funds or authorized original purchase order.

800-227-3742

**IMPORTANT INSTRUCTIONS**

- **ORDER BY ED NO.** (6 digits)  
See Resources in Education (RIE)
- **SPECIFY EITHER:**  
Microfiche (MF)  
or  
Paper Copy (PC)
- **ENTER UNIT PRICE**  
(See Below)
- **INCLUDE SHIPPING CHARGES**  
(See Charts Below)
- **ENCLOSE CHECK OR MONEY ORDER**  
Payable to EDRS in U S  
Funds Check must indicate  
the U.S transit number of your  
banks agency
- **OR ENCLOSE AUTHORIZED ORIGINAL PURCHASE ORDER**
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