

2010

Small Business Institute[®]
National Proceedings



February 18 - 20, 2010

Albuquerque, New Mexico

Vol. 34, No. 1 – Winter 2010

Proceedings Editor's Letter

Welcome to the *Proceedings* of the 34th Annual Conference of the Small Business Institute®. Included in the *Proceedings* this year are twenty-eight competitive papers, four workshops, and five best practices.

There are many to thank for their contribution to a successful review process and first class *Proceedings*. First, I would like to thank the authors who submitted their outstanding work for the 2010 conference. These works are both of high quality and diverse in topic, and I think that you will find it worthwhile reading. Secondly, I would like to thank the dedicated track chairs and reviewers who worked diligently to complete their reviews in a professional and timely manner. The following individuals served as track chairs and deserve much of the credit for a smooth review process: Stephanie Bardwell, Joe Bell, Shawn Carraher, Peggy Chaudhry, Lynn Hoffman, Bill McDowell, Todd Mick, Terry Paridon, Jeff Shields, Harriet Stephenson, Patrick Walker and Dianne Welsh. I would also like to thank Ms. Kim Watkins from East Carolina University for her invaluable technical assistance in producing the *Proceedings* CD.

The 2010 National Small Business Institute® Conference is the result of hard work from numerous individuals, and is the culmination of a successful year under the leadership of Ron Cook. Our organization has always been noted for its exceptional collegiality and willingness to work together to promote the SBI brand.

Best wishes for a great 2010 conference!

Respectfully,
Michael Harris
Proceedings Editor

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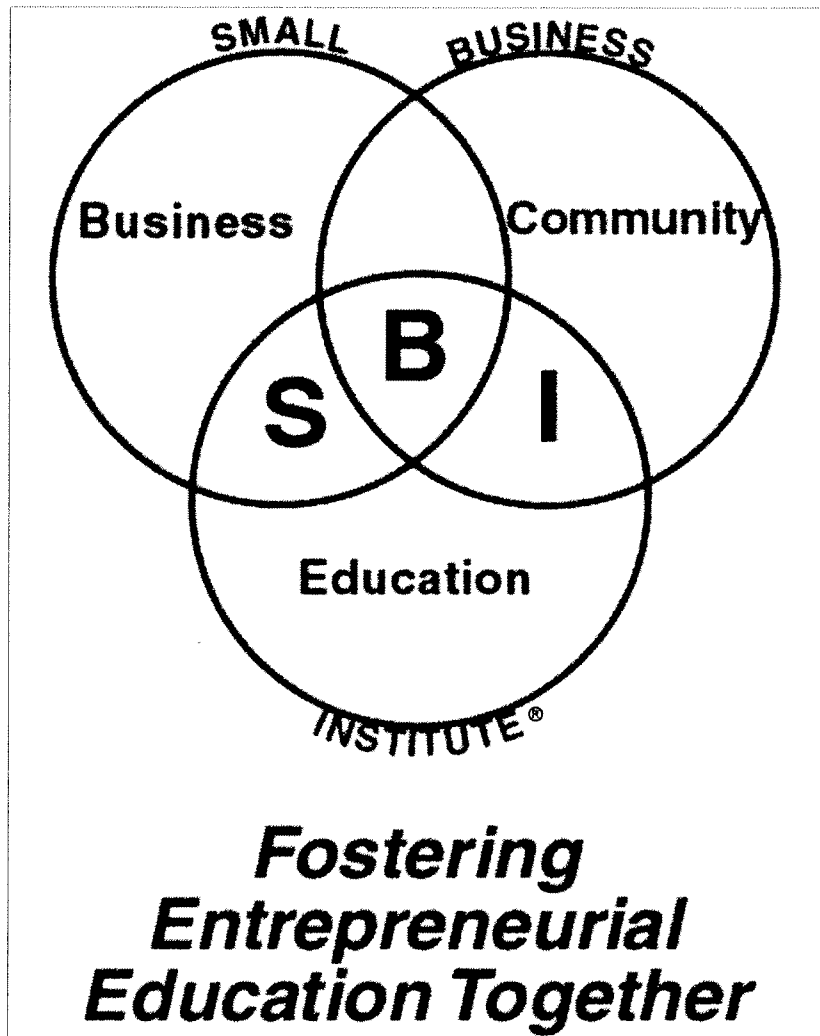
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2010 Small Business Institute®



34th Annual Conference
ALBUQUERQUE, NM

Program

2010 SBI Conference Schedule

REGISTRATION Thursday-Saturday @ Hyatt 2nd floor near Enchantment Ballroom

**Wednesday,
February 17, 2010**

6:00 - 9:00 pm
Board Room North

2009 SBI Board Meeting – Ron Cook, Rider University, presiding

**Thursday,
February 18, 2010**

9:00 - 11:00 am
Enchantment AB

Pre-Conference Workshop
Roberta Rosenberg: Christopher Newport University
Grant Writing

9:00 - 11:00 am
Enchantment CD

Pre-conference Workshops
Kirk Heriot: Columbus State University
How to Start An Effective SBI Program

Bruce Kemelgor: University of Louisville
Orientation to the Small Business Institute®

Leo Simpson: Seattle University
POY Competition-Key Pointers for the Project of the Year

11:45 am SHARP
Fiesta

Seating for Opening Luncheon

Noon -1:15 pm
Fiesta

OPENING LUNCHEON

Welcome: Stephanie Bardwell, VP of Programs, Christopher Newport University; Ron Cook, President, Rider University;

Fellow Recognition: Matt Sonfield, Fellow Coordinator, Hofstra University

Keynote Speaker Introduction: Stephanie Bardwell, VP of Programs, Christopher Newport University

*Keynote Speaker: **Garry Ridge, President and CEO WD-40***

**Thursday,
February 18, 2010**

1:30-2:30 pm
Enchantment AB

Workshop

Legal and Financial Issues for SMEs

Presenter/s: Stephanie Bardwell, Christopher Newport University; Joseph Bell, University of Arkansas Little Rock; Joseph Geiger, University of Idaho

1:30-2:30 pm
Enchantment CD

Workshop

Innovations in Entrepreneurship Education

Presenter/s: Shawn Carraher, Cameron University; Howard Van Auken, Iowa State University

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**2:35-3:35 pm**  
Enchantment AB

**Competitive Papers**

**Session Chair:** Joseph Bell, University of Arkansas, Little Rock

**Student Business Plan Competitions: Who Really Does Have Access?**

Joseph Bell, University of Arkansas, Little Rock

**A Proposed Investigation of Environmental Scanning Practices by Entrepreneurs**

Diane Campbell, Ron Cook, Rider University

**2:35-3:35 pm**  
Enchantment CD

**Competitive Papers**

**Session Chair:** Shawn Carraher, Cameron University

**An Analysis of Funding Decisions for Niche Agricultural Producers**

Howard Van Auken, Iowa State University;  
Shawn Carraher, Cameron University

**Using QuickBooks® to Manage the Small Business: The Effect of Report Use on Accounts Receivable**

Jeff Shields, Joyce Shelleman, University of Southern Maine



**Thursday  
February 18,  
2010**

**3:40-4:40 pm**  
Enchantment AB

**Competitive Papers**

**Session Chair:** Kirk Heriot, Columbus State University

**Evaluating the Impact of Federal Legislation on Small Business: An Exploratory Study of the New Minimum Wage Rate and the Proposed Health Insurance Tax**

Kirk Heriot, Teresa Lang, Neal Thomson, Columbus State University

**Small Business and the Older Worker**

D. Lynn Hoffman, Nina Radojevich-Kelley, Metropolitan State University

**Taking the Plunge**

Cathy Levitt, CSUSB

Cynthia Schreihans, California State University San Bernardino

**3:40-4:40 pm**  
Enchantment CD

**Competitive Papers**

**Session Chair:** Patrick D. Walker, Christopher Newport University

**An Examination of Chinese Entrepreneurs and Intrapreneurs: High Tech or High Touch Customer Service?**

Shawn Carraher, Rosalyn Cash, Cameron University

Dianne H.B. Welsh, University of North Carolina, Greensboro

**Promotional Strategy for Easy Meal Prep Store**

Marcy Courier, James Lee, Richard Steward, University of Tampa

**Investigating the Entrepreneurial Attitudes of African Americans: A Study of Young Adults**

Shanan Gibson, East Carolina University

Patrick D. Walker, Christopher Newport University

Mike Harris, East Carolina University

Denisha Harris, Minority and Women Business Enterprise Program

**5:30 -6:30 pm**  
Enchantment EF

**WINE & CHEESE RECEPTION : All Conference Attendees are welcome**

To honor Past SBI Presidents and Fellows: Welcome remarks by Ron Cook and Matt Sonfield. Sponsored by the HYATT and SBI. Be sure to bring your drink tickets from your registration packet.

**Friday, February  
19, 2010**

**7:30 -8:30 am**  
Fiesta

**CONTINENTAL BREAKFAST – for Conference Attendees**

**7:30 -8:30 am**  
Enchantment EF

**Joint Editorial Board Breakfast - Journal of Small Business  
Strategy and Small Business Institute<sup>®</sup> Journal:**

Note: Our editorial Board members will take their breakfast into Enchantment EF for their meeting. Presenter/s: Paul Stephens, Bradley University (JSBS), Don Bradley, Central Arkansas University (SBIJ).

**8:30-9:30 am**  
Enchantment AB

**Competitive Papers**

**Session Chair:** Dianne H.B. Welsh, UNC, Greensboro

**Sustainable entrepreneurship education: A comparative approach** Don Lester,  
John Mullane, Middle Tennessee State University

**Black-owned Automobile Dealerships and the Current Economic Recession**  
Matthew Sonfield, Hofstra University

**A Look at Microentrepreneurs and Their Enterprises: An Assessment and  
Implementation Plan for Success**

Dianne H.B. Welsh, University of North Carolina at Greensboro  
Mark Munoz, Millikin University

**8:30-9:30 am**  
Enchantment CD

**BEST PRACTICES [Award nominees\*]**

**Session Chair:** Paul Belliveau, Rider University

**Masters of Science in Strategic Business Initiatives\***  
Bill Andrews, Stetson University

**Proven Interactive Methods for Teaching Entrepreneurship in China\***  
Gerry Murak, Murak & Associates, LLC

**Achieving Cross-Campus Entrepreneurship by Building and Interdisciplinary  
Minor in Entrepreneurship\***

John Soper, Judith Brenneke, Jackie Schmidt, John Carroll University

**Friday, February  
19, 2010**

**9:35-10:35 am**  
Enchantment AB

**BEST PRACTICES**

**Session Chair:** Paul Belliveau, Rider University

**Engaging the Entire University and Community in Change Which Promotes the Benefits of Entrepreneurship: The Story of XXX University's Brand New Center for Service Learning and Social Entrepreneurship (C.S.L.S.E.)**

Roberta Rosenberg, Patrick D. Walker, Stephanie Bardwell, Christopher Newport University

**Requiring Multimedia in Student Research Projects**

Diane Campbell, Radha Chaganti, Rider University

**9:35-10:35 am**  
Enchantment CD

**Competitive Papers**

**Session Chair:** Robert Lussier, Springfield College

**Family-Member and Non-Family-Member Managers in Family Firms: Adding a Seventh Country to the International Database-Kosovo** Robert Lussier,

Springfield College,

Matthew Sonfield, Hofstra University

Robert Barbato, Rochester Institute of Technology

**Ethnic Minority Businesses and Targeted Assistance Programs in the U.S. and U.K.: A Comparison and Implications**

Matthew Sonfield, Hofstra University

**Generational Stages in Family Firms: Expanding the Database-Kosovo**

Matthew Sonfield, Hofstra University

Robert Lussier, Springfield College

Robert Barbato, Rochester Institute of Technology

**Friday, February  
19, 2010**

**10:40-11:40 am**  
Enchantment AB

**Competitive Papers**

**Session Chair:** Dusty Bodie, Boise State University

**Entrepreneurial Team Characteristics and Networking: Impact on Innovativeness**

Semra Aşçigil, Dilek Tuten, Middle East Technical University

**Encouraging Future Social Entrepreneurs: Community Outreach and MBAs**

Nancy (Dusty) Bodie, Boise State University

**Gender Differences Related to Initial Start-up and Follow-on Financing in SMEs**

John Hendon, Joseph Bell, James Atkinson, University of Arkansas, Little Rock

**10:40-11:40 am**  
Enchantment CD

**Competitive Papers**

**Session Chair:** Dianne H.H. Welsh, UNC Greensboro

**Spa Success is Not an Accident: Small Businesses Enhance Profits as Numbers of Planning Processes Increase**

Carolyn Predmore, Janet Rovenpor, Yassir Samra, Frederick Greene, Manhattan College

**Transforming Maternity Wards Into Birthing Boutiques**

M. Rasinghani, Amanda Arizola, Texas Woman's University

**The State of Entrepreneurship in Eastern Europe: Overcoming The Challenges of International Analysis**

Dianne H.B. Welsh, UNC, Greensboro

Barbara Weiss, University of Tampa

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**11:45 am SHARP**  
Fiesta

**NOON- 1:15pm**  
Fiesta

**Seating for Friday LUNCHEON**

**Friday LUNCHEON-** Ron Cook, presiding;

Mentor & Showcase winners, Paul Belliveau, Rider University; Stephanie Bardwell, CNU, introduction of speaker;

Featured Speaker, the distinguished Douglas M. Brown, Dean of the Anderson School of Management, University of New Mexico

**Friday, February  
19, 2010**

**1:30-2:30 pm**  
Enchantment AB

**Competitive Papers**

**Session Chair:** Fernald, University of Central Florida

**Sustainability and Entrepreneurship Education**

Lloyd Fernald, University of Central Florida

**Personality Testing to Predict Job Performance**

Matthew McLeish, Springfield College

Robert Lussier, Springfield College

**What is Good Medicine for Small Business?**

Faye Sisk, Mercer University

**1:30-2:30 pm**  
Enchantment CD

**Competitive Papers**

**Session Chair:** Don Bradley, University of Central Arkansas

**A Strategy for Family Business Succession Planning**

Don Bradley, University of Central Arkansas

Lance Burroughs, University of Central Arkansas

**Changing the Economic Climate Through Entrepreneurship: Rebuilding Rural America**

Wilburn Clouse, Western Kentucky University

**Software Productization Center – Small Business Institute® A Case Study of Cooperation**

Patrick McCaskey, Stephanie Elzer & Nancy Mata Millersville University

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2:35-3:35 pm
Enchantment AB

Workshop

Consulting with Non Profits and For Profits Engaged in Social Entrepreneurship Projects: Issues and Challenges

John Hendon, Joseph Bell, University of Arkansas, Little Rock

Harriet Stephenson, Seattle University

2:35-3:35 pm
Enchantment CD

Workshop

Teaching Entrepreneurship: Top 10 Ideas for Teaching Entrepreneurship Courses Innovatively

D. Lynn Hoffman, Nina Radojevich-Kelley, Metropolitan State University

**Friday, February
19, 2010**

Note: Friday we will
host an afternoon
Coffee Break with
Cookies from 2:30-
4:00pm

3:40-4:40 pm
Enchantment AB

Competitive Papers: Student Papers Track

Session Chair: Peggy Chaudhry, Villanova University

Does Size Matter?

Kevin Cooksey, Dolores Kuchina-Musina, Christopher Newport University

Reducing Tax Code Noncompliance: Ethical Perceptions Using the Theories of Rest and Kohlberg

Jeffrey Garmon, Jesse Mosgrove, Christopher Newport University

3:40-4:40 pm
Enchantment CD

Special Invited Workshop

GRANT WRITING Questions and Answers

Roberta Rosenberg, Christopher Newport University

*See full description p.13 of this program

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**5:30-6:30 pm**  
19 Floor HYATT  
Sierra Vista Room

**Wine and Cheese Reception**

**To celebrate our Students: ALL Conference Attendees Welcome!**

Welcome Remarks by Ron Cook, President, Leo Simpson, Student Project Competition coordinator and Peggy Chaudhry, Student Papers Track Chair- Bring your drink tickets. Reception will be held on the 19<sup>th</sup> Floor of the HYATT in the Sierra Vista Room from 5:30-6:30pm.

**Saturday,  
February 20,  
2010**

**7:30 -8:30 am**

Fiesta

**CONTINENTAL BREAKFAST – for Conference Attendees**

**-and-**

**Past Presidents and Fellows Breakfast**, too! Ron Cook, Rider University and Matt Sonfield, Hofstra University presiding.

Note: Our Past Presidents and Fellows will take their breakfast into Enchantment EF for their meeting and then will join the general membership back in Fiesta for the Annual Meeting at 8:30am.

**8:30-10:15 am\***

Fiesta

**\*Important-ALL MEMBERS ANNUAL BUSINESS MEETING:**

*Ron Cook, Presiding, all Officers Report and all Members ATTEND.*

**10:30-11:30 am**

Enchantment AB

**Competitive Papers**

**Session Chair:** Patrick McCaskey, Millersville University

**Ethics Code Implementation in the University**

Doug Frazer, Patrick McCaskey, Michael Dillon, Millersville University

**Understanding Strategic Relationships in Small and Medium Sized Enterprises:  
The Importance of Information Quality and Continuous Quality Improvement**

Michael Harris, William McDowell,Shanan Gibson, East Carolina University;  
Todd Mick Missouri Valley College

**Assessing Codes of Ethics and Critical Components to Determine if Small  
Businesses Are More Ethical Than Large Corporations: A Preliminary Report**

Patrick D. Walker, Christopher Newport University

**10:30-11:30 am**

Enchantment CD

**Workshop**

**Non-Profit and For-Profit Boards Doing Social Entrepreneurship Projects: The  
Challenge for Business Professionals**

D. Lynn Hoffman, Metropolitan State University, Don Bradley, University of Central Arkansas, Charles Matthews, University of Cincinnati, Nina Radojevich-Kelley, Metropolitan State University ,Harriet Stephenson, Seattle University;  
Rob Fuller, University of California, San Diego

**Saturday,  
February 20,  
2010**

**11:45 am SHARP**  
Fiesta  
**NOON- 1:15pm**  
Fiesta

**Seating for SATURDAY AWARDS LUNCHEON**

**SATURDAY AWARDS LUNCHEON-**

Ron Cook, Rider University Presiding. NOTE:  
POY [Project of the Year] winners, Leo Simpson, University of Seattle; Best  
Papers and Best Student Paper, Mike Harris, East Carolina U.;  
Best Practices winner, Paul Belliveau, Rider University;  
Presentation to Outgoing President, Stephanie Bardwell, CNU;  
Introduction to 2011 CONFERENCE, Patti Wilber, Northwestern Oklahoma State  
University and Mike Harris, East Carolina U.

**1:30-3:00 pm**  
Enchantment EF

**BOARD MEETING: 2010 OFFICERS & BOARD**

Patti Wilber, Northwestern Oklahoma State University, presiding

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3:30 pm
HYATT LOBBY

**SPECIAL TICKET HOLDERS ONLY for Offsite EVENT
SANDIA RESORT- Gourmet Dinner via SHUTTLE**

By advance reservation only- BE SURE to have your TICKET
and confirm transportation to and from SANDIA RESORT

Thank you for a
wonderful conference!
Be sure to take our on-
line CONFERENCE
EVALUATION SURVEY
when you return
home!

See you in Bonita Springs, Florida in 2011!