

Small Business Administration, Washington, DC. Office of Business Development.

May 85

SBA-4873MA80

196p.; Section 4 contains small print.

AACJC Publications, 80 South Early Street, Alexandria, VA 22304 ($8.95).

Reference Materials - Directories/Catalogs (132)

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)
Small Business Management
Training Tools Directory

U.S. Small Business Administration
Office of Business Development

May 1985
Small Business Management
Training Tools Directory

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 #4873MA80

Judy Nye, Project Director
Dorothy Miller, Research Assistant
Holly Jellison, Editorial Consultant/Art
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.
# TABLE OF CONTENTS

I. Small Business Management Training Overview
   - Training Tools from SBA
   - Other Comprehensive Training Materials

II. Tools by Topic
   - Starting and Running a Business
   - Business Planning
   - Marketing and Sales
   - Financial Management, Recordkeeping and Taxation
   - Purchasing and Inventory Control
   - Legal and Risk Management
   - Human Resource Management
   - Government Procurement
   - Micro-Computer Use
   - Managing Specific Businesses and Special Programs for Targeted Groups

III. Sample Model Programs

IV. Introduction to the Training Tools Directory
Section I. TRAINING TOOLS FROM SBA

The Small Business Administration's Training materials listed below are available free of charge to organizations and presenters 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."

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Number/Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manual For Planning And Conducting Workshops For Prospective Small Business Owners</td>
<td>PBW-M</td>
</tr>
<tr>
<td>Guide and reference for the organizers, coordinators, and presentors of the SBA workshops for prospective and new small business owners/managers.</td>
<td></td>
</tr>
<tr>
<td>Prebusiness Workshop Topical Outlines</td>
<td>PBW-TO</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
Prebusiness Workshop Workbook

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

Building Basic Management Skills

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

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.
Marketing and Sales Strategies - How to Get Your Share

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

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

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

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

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.

**IG-107**

**Microcomputers for Use In Small Business**

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.

**IG-108**

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

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.

**IG-109**

**Managing A Service Business**

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.

**IG-110**
Increasing Your Selling Power

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

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?

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.
<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Number/Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Success and Failure Factors in Small Business</td>
<td>PGS-2001</td>
</tr>
<tr>
<td>Contains lesson plans, objectives, free tips and approaches, materials for handouts, case studies, assignments, and bibliography for presenting the topic.</td>
<td></td>
</tr>
<tr>
<td>Sources of Assistance and Information for Small Business</td>
<td>PGS-2002</td>
</tr>
<tr>
<td>In this unit you will find bibliography and additional resources for each of the topics. Also included is a complete sample business plan.</td>
<td></td>
</tr>
<tr>
<td>Choosing a Form of Organization for Small Business</td>
<td>PGS-2003</td>
</tr>
<tr>
<td>Contains lesson plans and presentation instructions, case studies, assignments, material for handouts and transparencies, and a bibliography for presenting this topic.</td>
<td></td>
</tr>
<tr>
<td>Location and Layout for Small Business</td>
<td>PGS-2004</td>
</tr>
<tr>
<td>Contains lesson plans, presentation instructions, case studies, assignments, material for handouts and transparencies, and a bibliography for presenting this topic.</td>
<td></td>
</tr>
<tr>
<td>Taxes: Planning, Compliance, and Payment for Small Business</td>
<td>PGS-2005</td>
</tr>
<tr>
<td>Contains lesson plans, presentation guide, case studies, assignments, material for handouts and transparencies, and a bibliography for presenting this topic.</td>
<td></td>
</tr>
<tr>
<td>D. BUSINESS BASICS SERIES</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
Classification/Description

**The Profit Plan**

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**

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**

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

**Evaluating Money Sources**

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**

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

**Managing Fixed Assets**

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.
<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Number/Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Understanding Costs</strong></td>
<td>BB-1007</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Cost Control</strong></td>
<td>BB-1008</td>
</tr>
<tr>
<td>Contains discussion of excessive costs, cost comparisons, evaluation and analysis of cost data in decision making. Emphasizes good receiving procedures and regular cost review.</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Strategy</strong></td>
<td>BB-1009</td>
</tr>
<tr>
<td>Contains information on meeting market needs, identifying specific market, pricing, marketing channels, advertising, direct selling principles.</td>
<td></td>
</tr>
<tr>
<td><strong>Retail Buying Function</strong></td>
<td>BB-1010</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Inventory Management - Wholesale/Retail</strong></td>
<td>BB-1011</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Classification/Description</td>
<td>Ordering Number/Information</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td><strong>Retail Merchandise Management</strong></td>
<td>BB-1012</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Consumer Credit</strong></td>
<td>BB-1013</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Credit and Collections - Policy and Procedures</strong></td>
<td>BB-1014</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Purchasing for Manufacturing Firms</strong></td>
<td>BB-1015</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Inventory Management - Manufacturing/Service</strong></td>
<td>BB-1016</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
Inventory and Scheduling Techniques - Manufacturing

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

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

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

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

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

<table>
<thead>
<tr>
<th>Training and Developing Employees</th>
<th>Ordering Number/Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>BB-1022</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employee Relations and Personnel Policies</th>
<th>BB-1023</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

### E. OTHER SBA TRAINING PACKAGES

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

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Number/Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus on Survival. (multimedia) video tapes, teacher's guide, participant's workbook</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Particularly useful for women's programs.</td>
<td></td>
</tr>
</tbody>
</table>
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.


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.


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.
The Business of Art and the Artist.

Designed to provide artists with tools and information needed to establish responsible business practices. Major areas covered include: 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.

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.

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

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Number/Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are You An Entrepreneur? Film. 18 min. 1983.</td>
<td>#1257</td>
</tr>
<tr>
<td>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?</td>
<td></td>
</tr>
<tr>
<td>What's The Best Business For You? Film. 16 min. 1983.</td>
<td>#1258</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Planning A New Business. Film. 28 min. 1977.</td>
<td>#1258</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Selecting The Right Location. Film. 17 min. 1974.</td>
<td>#1225</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

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

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

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.

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.
<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Number/information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beat The Odds. Film. 20 min. 1980.</td>
<td>#1247</td>
</tr>
<tr>
<td>A general film showing a variety of effective techniques for managing a small business.</td>
<td></td>
</tr>
<tr>
<td>Where You Are: Where You Are Going. Film. 15 min. 1980.</td>
<td>#1245</td>
</tr>
<tr>
<td>The central role and impact of accurate records on every small business are examined in this film.</td>
<td></td>
</tr>
<tr>
<td>Events at Putnam's Crossing. Film. 21 min. 1983.</td>
<td>#1254</td>
</tr>
<tr>
<td>Film graphically demonstrates the nature and seriousness of product liability, and how its effects may be diminished by business owners.</td>
<td></td>
</tr>
<tr>
<td>Taking Care of Business. Film. 23 min. 1984.</td>
<td>#1255</td>
</tr>
<tr>
<td>An IRS/SBA production. Federal tax responsibilities of small business owners 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.</td>
<td></td>
</tr>
<tr>
<td>Anything Is Possible With Training. Film. 13:30 min. 1970.</td>
<td>#1219</td>
</tr>
<tr>
<td>Convinces a potential women restauranteur 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)</td>
<td></td>
</tr>
<tr>
<td>The Man Or Woman For The Job. Film. 14 min. 1969.</td>
<td>#1220</td>
</tr>
<tr>
<td>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)</td>
<td></td>
</tr>
</tbody>
</table>
Knowing Where You Stand. Film. 15 min. 1979.

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.

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.

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.

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

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.
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)

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

Classification/Description

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

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.

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.

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.
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.
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

Classification/Description

The Accounting Process. Film. 27 min.
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.

The Balance Sheet. Film. 21 min.
Explains the balance sheet, and income and cash flow statements in financial terms. Explains need and purpose of journal and ledger entries.

Financial Growth. Film. 33 min.
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.

Time Bomb. Film. 9 min. 1983.
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.

Hot Cards (fraud and theft). Film. 22 min. 1977.
Demonstrates procedures small business owners should follow to avoid being victimized by fraud and theft, mainly through credit card deceptions.

Inside Story (pilferage). Film. 15 min. 1969.
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)
### Crime Prevention Films

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Number/Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Paperhanger (bad checks). Film. 31 min. 1968.</strong></td>
<td>#1208</td>
</tr>
<tr>
<td>Explores the country's most expensive, popular crime: check fraud. Details how &quot;paperhangers&quot; (police jargon for bad check passers) can be stopped by efficient check-cashing procedures. Two former &quot;paperhangers&quot; tell the most common errors made by business people &amp; show the most successful techniques used for passing bad checks. (Golden Oldie)</td>
<td></td>
</tr>
<tr>
<td><strong>Plant Pilferage. Film. 32 min. 1967.</strong></td>
<td>#1209</td>
</tr>
<tr>
<td>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)</td>
<td></td>
</tr>
<tr>
<td><strong>Rip Off (burglary). Film. 22 min. 1978.</strong></td>
<td>#1243</td>
</tr>
<tr>
<td>Presents a program whereby small retailers can help prevent breaking &amp; entering and burglary, through &quot;the 4 D-s of burglary deterrence&quot;. Camera, liquor store owners &amp; others, learn effective security techniques (e.g., window clearance, storage practices &amp; more). Henry Fonda narrates.</td>
<td></td>
</tr>
<tr>
<td><strong>The Shoplifter. Film. 20 min. 1967.</strong></td>
<td>#1210</td>
</tr>
<tr>
<td>Shows amateur &amp; 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)</td>
<td></td>
</tr>
<tr>
<td><strong>Sticky Fingers (shoplifting). Film. 22 min. 1978.</strong></td>
<td>#1242</td>
</tr>
<tr>
<td>Shows typical shoplifting techniques used against small retailers and suggests how to counter them. Mike Connors narrates.</td>
<td></td>
</tr>
</tbody>
</table>
**Classification/Description**

**Short Changed.** Film. 28 min. 1978.

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

#1241

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

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)

#1211

**Burglary Is Your Business.** Film. 14 min. 1970.

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)

#1205

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

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)

#1207

**Other Special Categories**

**Classification/Description**

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

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.

#1237

- 23 -
Pack Your Own Chute. Film. 25 min. 1978.  
Shows that personal fears can be overcome through self-confidence. Particularly useful in women's programs.

The Habit Of Winning. Film. 28 min. 1978.  
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.  
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.
<table>
<thead>
<tr>
<th>REGION</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP CODE</th>
<th>ADDRESS</th>
<th>COMMERCIAL TELEPHONE NUMBERS FOR PUBLIC USE ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>III</td>
<td>Providence</td>
<td>RI</td>
<td>02903</td>
<td>380 Westminster Mall</td>
<td>(401) 351-7500</td>
</tr>
<tr>
<td>III</td>
<td>Montpelier</td>
<td>VT</td>
<td>05602</td>
<td>87 State Street, Room 204</td>
<td>(802) 229-0538</td>
</tr>
<tr>
<td>III</td>
<td>Hartford</td>
<td>CT</td>
<td>06106</td>
<td>One Hartford Square West</td>
<td>(203) 722-3600</td>
</tr>
<tr>
<td>III</td>
<td>Concord</td>
<td>NH</td>
<td>03301</td>
<td>55 pleasant Street, Room 211</td>
<td>(603) 244-4041</td>
</tr>
<tr>
<td>III</td>
<td>Augusta</td>
<td>ME</td>
<td>04330</td>
<td>40 Western Avenue, Room 512</td>
<td>(207) 622-4376</td>
</tr>
<tr>
<td>III</td>
<td>Springfield</td>
<td>MA</td>
<td>01103</td>
<td>150 Main Street</td>
<td>(413) 705-0268</td>
</tr>
<tr>
<td>III</td>
<td>Boston</td>
<td>MA</td>
<td>02114</td>
<td>150 Causeway St., 10th Floor</td>
<td>(617) 223-3204</td>
</tr>
<tr>
<td>III</td>
<td>New York</td>
<td>NY</td>
<td>10278</td>
<td>6 Federal Plaza, Room 29-11w</td>
<td>(212) 67-7772</td>
</tr>
<tr>
<td>III</td>
<td>New York</td>
<td>NY</td>
<td>10278</td>
<td>6 Federal Plaza, Room 3100</td>
<td>(212) 24-4355</td>
</tr>
<tr>
<td>III</td>
<td>Hato Rey</td>
<td>PR</td>
<td>00919</td>
<td>Carlos Chardon Avenue, Room 691</td>
<td>(809) 753-4002</td>
</tr>
<tr>
<td>III</td>
<td>St. Croix</td>
<td>VI</td>
<td>00620</td>
<td>4A La Grande Princesse</td>
<td>(603) 773-3460</td>
</tr>
<tr>
<td>III</td>
<td>St. Thomas</td>
<td>WI</td>
<td>00801</td>
<td>Veterans Drive, Room 283</td>
<td>(603) 774-8530</td>
</tr>
<tr>
<td>III</td>
<td>Newark</td>
<td>NJ</td>
<td>07102</td>
<td>60 Park Place, 4th Floor</td>
<td>(201) 645-2434</td>
</tr>
<tr>
<td>III</td>
<td>Camden</td>
<td>NJ</td>
<td>08104</td>
<td>1800 East Davis Street, Room 110</td>
<td>(407) 804-3583</td>
</tr>
<tr>
<td>III</td>
<td>Buffalo</td>
<td>NY</td>
<td>14202</td>
<td>111 West Harrison Street, Room 111</td>
<td>(716) 846-4530</td>
</tr>
<tr>
<td>III</td>
<td>Elmira</td>
<td>NY</td>
<td>14901</td>
<td>333 East Water Street</td>
<td>(607) 733-4696</td>
</tr>
<tr>
<td>III</td>
<td>Albany</td>
<td>NY</td>
<td>12207</td>
<td>445 Broadway-Room 236b</td>
<td>(518) 472-6300</td>
</tr>
<tr>
<td>III</td>
<td>Rochester</td>
<td>NY</td>
<td>14614</td>
<td>100 State Street, Room 601</td>
<td>(716) 263-6700</td>
</tr>
<tr>
<td>III</td>
<td>Philadelphia</td>
<td>PA</td>
<td>19004</td>
<td>231 St. Asaphs Rd., Suite 640</td>
<td>(215) 596-5889</td>
</tr>
<tr>
<td>III</td>
<td>Harrisburg</td>
<td>PA</td>
<td>19004</td>
<td>231 St. Asaphs Rd., Suite 400</td>
<td>(215) 596-5889</td>
</tr>
<tr>
<td>III</td>
<td>Wilkes-Barre</td>
<td>PA</td>
<td>17101</td>
<td>100 Chestnut Street, Suite 309</td>
<td>(717) 762-3840</td>
</tr>
<tr>
<td>III</td>
<td>Wilmington</td>
<td>DE</td>
<td>19601</td>
<td>844 King Street</td>
<td>(717) 762-3840</td>
</tr>
<tr>
<td>III</td>
<td>Clarksburg</td>
<td>WV</td>
<td>26301</td>
<td>109 North 3rd St., Room 302</td>
<td>(304) 623-5631</td>
</tr>
<tr>
<td>III</td>
<td>Charlotte</td>
<td>NC</td>
<td>25301</td>
<td>628 Charleston National Plaza</td>
<td>(304) 347-5220</td>
</tr>
<tr>
<td>III</td>
<td>Pittsburgh</td>
<td>PA</td>
<td>15220</td>
<td>960 Penn Avenue, 5th Floor</td>
<td>(412) 644-2760</td>
</tr>
<tr>
<td>III</td>
<td>Richmond</td>
<td>VA</td>
<td>23240</td>
<td>400 North 8th Street, Room 3015</td>
<td>(804) 771-2617</td>
</tr>
<tr>
<td>III</td>
<td>Towson</td>
<td>MD</td>
<td>21204</td>
<td>8600 LeSalle Road, Room 630</td>
<td>(301) 962-4392</td>
</tr>
<tr>
<td>III</td>
<td>Washington</td>
<td>DC</td>
<td>20036</td>
<td>1111 18th Street, N.W., 6th Floor</td>
<td>(202) 634-8650</td>
</tr>
<tr>
<td>IV</td>
<td>Atlanta</td>
<td>GA</td>
<td>30367</td>
<td>1375 Peachtree St., N.E., 5th Floor</td>
<td>(404) 881-4999</td>
</tr>
<tr>
<td>IV</td>
<td>Tampa</td>
<td>FL</td>
<td>33602</td>
<td>700 Twiggs Street, Room 607</td>
<td>(813) 229-2594</td>
</tr>
<tr>
<td>IV</td>
<td>Nashville</td>
<td>TN</td>
<td>37219</td>
<td>404 James Robertson Parkway, Suite 1012</td>
<td>(615) 251-5881</td>
</tr>
<tr>
<td>IV</td>
<td>Cleveland</td>
<td>OH</td>
<td>44199</td>
<td>1240 East 9th Street, Room 317</td>
<td>(216) 552-4180</td>
</tr>
<tr>
<td>IV</td>
<td>Columbus</td>
<td>OH</td>
<td>43215</td>
<td>85 Marconi Boulevard</td>
<td>(614) 696-6680</td>
</tr>
<tr>
<td>IV</td>
<td>Cincinnati</td>
<td>OH</td>
<td>45202</td>
<td>550 Main Street, Room 502s</td>
<td>(513) 684-2814</td>
</tr>
<tr>
<td>IV</td>
<td>Detroit</td>
<td>MI</td>
<td>48226</td>
<td>477 Michigan Avenue, Room 515</td>
<td>(313) 226-6075</td>
</tr>
<tr>
<td>IV</td>
<td>Indianapolis</td>
<td>IN</td>
<td>46204</td>
<td>575 North Pennsylvania Street, Room 750</td>
<td>(317) 775-3777</td>
</tr>
<tr>
<td>IV</td>
<td>Madison</td>
<td>WI</td>
<td>53703</td>
<td>501 East Monroe Street, Room 160</td>
<td>(608) 232-3861</td>
</tr>
<tr>
<td>IV</td>
<td>Milwaukee</td>
<td>WI</td>
<td>53201</td>
<td>212 East Washington Ave., Room 213</td>
<td>(608) 264-5261</td>
</tr>
<tr>
<td>IV</td>
<td>Minneapolis</td>
<td>MN</td>
<td>55403</td>
<td>100 North 6th Street, Suite 610</td>
<td>(612) 349-3550</td>
</tr>
<tr>
<td>IV</td>
<td>Springfield</td>
<td>IL</td>
<td>62201</td>
<td>Four North, Old State Capital Plaza</td>
<td>(217) 492-4416</td>
</tr>
</tbody>
</table>

**BEST COPY AVAILABLE**
<table>
<thead>
<tr>
<th>REGION</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP CODE</th>
<th>ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIII</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IX</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**DISASTER AREA OFFICES (DAO)**

| DAO 1  | Fair Lawn | NJ  | 01407 | 15-01 Broadway |
| DAO 2  | Atlanta   | GA  | 30303 | 75 Spring Street, S.W. |
| DAO 3  | Grande Prairie | TX | 75051 | 2306 Oak Lane, Suite 110 |
| DAO 4  | Sacramento | CA | 95825 | 77 Cadilllac Dr., Suite 158 |

**REGIONAL OFFICE (RO)**

<table>
<thead>
<tr>
<th>REGION</th>
<th>BRANCH OFFICE (BO)</th>
<th>POST-OF-DUTY (POD)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SBA Form 348 (06-84)</td>
<td>Previous Editions are Obsolete</td>
</tr>
</tbody>
</table>
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.
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 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


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
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


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
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
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
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
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
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 record 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 appendices 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


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) Recordkeeping, (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 #ED1334, hardcopy, $8.69 plus postage
#CE007766 microfich, $.83
### SECTION III. TOOLS BY TOPIC

#### STARTING AND RUNNING A BUSINESS

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Printed Materials</strong></td>
<td></td>
</tr>
</tbody>
</table>

**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


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
Entrepreneurship Education (3 vol).

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. | AACJC Publication Sales
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.

Four Modules in Small Business. 1984. | AACJC Publications Sales
Companion to the Small Business Course for Older Americans, includes Instructors 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.

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.
STARTING AND RUNNING A BUSINESS

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.

Ordering Information

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.

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.

Ordering Information

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

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
Skills for Self-Employment.


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 50 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.
### STARTING AND RUNNING A BUSINESS

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CRC Education and Human Development, Inc.</strong></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Small Business Management Guides, 4 Vol.</strong></td>
<td><strong>NSBTN/AACJC</strong>&lt;br&gt;One Dupont Circle, Suite 410&lt;br&gt;Washington, D.C. 20036&lt;br&gt;(703) 293-7050&lt;br&gt;$60.00 the 4 volume set.</td>
</tr>
<tr>
<td>U.S. Small Business Administration, American Association of Community and Junior Colleges and International Council for Small Business.</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Starting Business Kit and Existing Business Aid.</strong> 1982.</td>
<td><strong>Government Requirements Kit</strong>&lt;br&gt;P.O. Box 1576&lt;br&gt;Tallahassee, FL 32302&lt;br&gt;A kit available for every state.&lt;br&gt;$14.95 each state kit.</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

- 43 -

51
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.


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.
Units of Curriculum in Small Business.


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 focusser, 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 recordkeeping; (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.
### STARTING AND RUNNING A BUSINESS

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio Visual</td>
<td></td>
</tr>
</tbody>
</table>

#### 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

- 46 -

54
STARTING AND RUNNING A BUSINESS

Classification/Description


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.

<table>
<thead>
<tr>
<th>Chef's Special.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBS Enterprise series. WGBH Boston and Learning Corporation of America with Harvard Business School.</td>
</tr>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

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.

Ordering Information

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.

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.

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

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.

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.
STARTING AND RUNNING A BUSINESS

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.

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.

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
$460.00

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

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

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.

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.


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.
### 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.

- **Ordering Information**
  - Media Processing Section
    - N.C. Dept. of Com. Colleges
    - 100 S. Harrington St.
    - Raleigh, NC 27611
    - $20.00 each
    - PS01

- **Classification/Description**
  - "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.

- **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.

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

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

### Small Business


Clues to Career Opportunities for Liberal Arts Graduates Series. 30 min. color.

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.

- **Ordering Information**
  - Indiana University Audio-Visual Center
    - Bloomington, IN 47405
    - (812) 335-8087
    - EVU-1750 $175/sale
    - $11.50/rental

- **Classification/Description**
  - "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.

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

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

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.

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.
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.

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.

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.
STARTING AND RUNNING A BUSINESS

Classification/Description

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 audiocassette, 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.

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.

Ordering Information

Participant Activities

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

Simtek
P.O. Box 109
Cambridge MA 02139
(617) 232-5020
STARTING AND RUNNING A BUSINESS

Classification/Description

Small Business Management and Ownership.

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.

Small Business Management and Ownership.

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.

Ordering Information

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

U.S. Government Printing Office
Washington, D.C. 20402
Stock #017-080-02003-3
$5.50
Entrepreneurship Education (3 vol).


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.
BUSINESS PLANNING

Classification/Description


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.

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.

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.

Ordering Information

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

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

**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.

### Ordering Information

**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

### 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

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.

Ordering Information

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.

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.
BUSINESS PLANNING

Classification/Description

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.

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.

Planning a New Business.

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.

Ordering Information

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.

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)

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


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

"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.

"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.

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

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

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 contingency planning.

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

PS01
PS02
PS03
PS04

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

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.

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.

Ordering Information

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

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

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 audiocassette, 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 advertising that produces 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
<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
| Small Business Management and Ownership.  
Washington, D.C. 20402  
Stock #017-080-02000-9  
$10.00 |

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.
MARKETING AND SALES

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.

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.

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.

Ordering Information

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

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

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.

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.

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.

Ordering Information

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

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

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

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.

Advertising for the 80's.
Marketing and Distributive Education.
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.

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

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

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.

Ordering 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.

Ordering Information

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


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.

Ordering Information

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

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Forecasting: Predicting Your Sales and Profits.</strong></td>
<td>Management Services&lt;br&gt;Federal Business Development Bank&lt;br&gt;360 St. Jacques St., # 1600&lt;br&gt;Montreal, Quebec&lt;br&gt;H2Y 1P5 Canada&lt;br&gt;(514) 283-4118&lt;br&gt;#MG-2&lt;br&gt;$27.00 Canadian</td>
</tr>
<tr>
<td><strong>How to Advertise and Promote Profitably.</strong></td>
<td>Management Services&lt;br&gt;Federal Business Development Bank&lt;br&gt;360 St. Jacques St., # 1600&lt;br&gt;Montreal, Quebec&lt;br&gt;H2Y 1P5 Canada&lt;br&gt;(514) 283-4118&lt;br&gt;#MG-5&lt;br&gt;$27.00 Canadian</td>
</tr>
<tr>
<td><strong>Marketing for Small Business</strong></td>
<td>Management Services&lt;br&gt;Federal Business Development Bank&lt;br&gt;360 St. Jacques St., # 1600&lt;br&gt;Montreal, Quebec&lt;br&gt;H2Y 1P5 Canada&lt;br&gt;(514) 283-4118&lt;br&gt;#MG-1&lt;br&gt;$27.00 Canadian</td>
</tr>
<tr>
<td><strong>Marketing Your Product.</strong></td>
<td>Management Services&lt;br&gt;Federal Business Development Bank&lt;br&gt;360 St. Jacques St., # 1600&lt;br&gt;Montreal, Quebec&lt;br&gt;H2Y 1P5 Canada&lt;br&gt;(514) 283-4118&lt;br&gt;#G-4&lt;br&gt;$27.00 Canadian</td>
</tr>
<tr>
<td>Classification/Description</td>
<td>Ordering Information</td>
</tr>
<tr>
<td>---------------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>Program for Acquiring Competence in Entrepreneurship (PACE).</td>
<td>The National Center for Research in Vocational Education National Center Publications, Box F 1960 Kenny Road Columbus, OH 43210</td>
</tr>
</tbody>
</table>

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


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.

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.

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.


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

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

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.

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.

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.
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.

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.

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.
### MARKETING AND SALES

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
| **How Will You Penetrate Your Market? Film.** 16 min. | Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
$350.00 |

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.


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 |
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.


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.

"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.

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.
### MARKETING AND SALES

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
| **Salesmanship Theories. Dr. Phillip McVey. University of Nebraska/Lincoln, 1977.** | **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. | **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. | **Business Education Films**
| | 7820 20th Avenue
| | Brooklyn, N.Y. 11214
| | $15.00 one day
| | $30.00 per week. |

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.

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.

**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).

**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.

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.

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.
FINANCIAL MANAGEMENT AND RECORDKEEPING

Classification/Description

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.


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

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
#BA-1
$27.00 Canadian

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).

Management Services
Federal Business Development Bank
360 St. Jacques St., # 1600
Montreal, Quebec
H2Y 1P5 Canada
(514) 283-4118
#FT-3
$27.00 Canadian
<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learn how to project monthly cash flow, determine a credit policy, and determine the most profitable inventory.</td>
<td>Ohio State University Instructional Materials Laboratory</td>
</tr>
<tr>
<td>Enterpreneurship: Basic Recordkeeping. Ohio State Dept of Education, Division of vocational Education. 1982, 72p</td>
<td>Ohio State University Instructional Materials Laboratory</td>
</tr>
<tr>
<td>This pamphlet identifies individual business needs for use with recordkeeping and shows how to maintain a systems approach to recordkeeping.</td>
<td>Ohio State University Instructional Materials Laboratory</td>
</tr>
<tr>
<td>Forecasting: Predicting Your Sales and Profits.</td>
<td>Management Services</td>
</tr>
<tr>
<td>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.</td>
<td>Management Services</td>
</tr>
<tr>
<td></td>
<td>Federal Business Development Bank</td>
</tr>
<tr>
<td></td>
<td>360 St. Jacques St., # 1606</td>
</tr>
<tr>
<td></td>
<td>Montreal, Quebec</td>
</tr>
<tr>
<td></td>
<td>H2Y 1P5 Canada</td>
</tr>
<tr>
<td></td>
<td>(514) 283-4118</td>
</tr>
<tr>
<td></td>
<td>#MG-2</td>
</tr>
<tr>
<td></td>
<td>$27.00 Canadian</td>
</tr>
</tbody>
</table>
## FINANCIAL MANAGEMENT AND RECORDKEEPING

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fundamentals of Financial Management.</strong></td>
<td>Management Services Federal Business Development Bank 360 St. Jacques St., # 1600 Montreal, Quebec H2Y 1P5 Canada (514) 283-4118 #FT-1 $27.00 Canadian</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>A programmed learning book that provides a thorough understanding of the information provided in balance sheets.</td>
<td></td>
</tr>
<tr>
<td><strong>How to Run a Small Business.</strong></td>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>Internal Control.</strong></td>
<td>Management Services Federal Business Development Bank 360 St. Jacques St., # 1600 Montreal, Quebec H2Y 1P5 Canada (514) 283-4118 #BA-2 $27.00 Canadian</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
Managing For Profit

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


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.

Program for Acquiring Competence in Entrepreneurship (PACE).

See comprehensive section for detailed description, costs and 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

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 practical 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
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

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
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.
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
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
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.

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.

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.
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.

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.

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.
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.

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.

HEY, We’re Back In Business. 271/2 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.
**FINANCIAL MANAGEMENT AND RECORDKEEPING**

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
| How Much Capital Will You Need? Film. 17 min. | Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
$375. |

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.

**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.

| Management: The Small Businessman. | 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. |

-91-
## FINANCIAL MANAGEMENT AND RECORDKEEPING

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Managing Cash Flow</strong></td>
<td></td>
</tr>
<tr>
<td>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, cash, 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.</td>
<td>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)</td>
</tr>
<tr>
<td><strong>Money Talks.</strong> 271/2 min. 16mm film, 3/4&quot;, 1/2&quot; Beta and VHS.</td>
<td>Public Affairs Officer local IRS office Free.</td>
</tr>
<tr>
<td>Film presents history of U.S. taxes from colonial times to post-World War II.</td>
<td></td>
</tr>
<tr>
<td><strong>Planning for Success. University of North Carolina Video tapes.</strong></td>
<td>Media Processing Section N.C. Dept. of Com. Colleges 100 S. Harrington St. Raleigh, NC 27611 $20.00 each</td>
</tr>
<tr>
<td>Four separate 3/4&quot; color video cassettes which run 30 min. each. A manual accompanies the series, supplementing important points.</td>
<td>PS03</td>
</tr>
<tr>
<td>&quot;Financing&quot; covers types of loans, making accurate business projections, information needed in business plan to obtain financing, and sources of financing.</td>
<td>PS04</td>
</tr>
<tr>
<td>&quot;Money Management&quot; emphasizes all facets of managing cash flow and the record keeping systems that will minimize problems.</td>
<td></td>
</tr>
</tbody>
</table>
**FINANCIAL MANAGEMENT AND RECORDKEEPING**

### Classification/Description

**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.

**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.

**A Vital Service.** 91/2 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.

### Ordering Information

**Public Affairs Officer**
local IRS office
Free.

**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
### 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.

### 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.

---

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

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

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.

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 1/2-hour decision periods in two days.

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.
<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
| **Managing a Dynamic Small Business.** | Simtek  
  P.O. Box 109  
  Cambridge, MA 02139  
  (617) 232-5020  
  This is a computer assisted simulation — contact the company for costs and details. |
| 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. | |
| **Marketing A New Product** | Simtek  
  P.O. Box 109  
  Cambridge MA 02139  
  (617) 232-5020  
  This is a computer assisted simulation — contact the company for costs and details. |
| 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. | |

"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
$37.50
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

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.

Inventory Management.

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

Purchasing.

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

Ordering Information

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

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

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**

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
| **Small Business Management and Ownership.**  
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 |
| **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

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.

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.

Ordering Information

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.

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


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.
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 Rd
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
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.

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.

Vocational Studies Center Publication Unit
265 Educational Sciences Building
1925 W. Johnson St.
Madison, WI 53706
(608) 263-4357
# ETC 200
$15.00

National Child Labor Committee
1501 Broadway, Room 1111
New York, NY 10036
(212) 840-1801
$9.00 each
$15.00/set of 6
## Audio Visual

| Insurance Needs For A Small Business. Film. 19 min. | Beacon Films  
P.O. Box 575  
Norwood, MA 02062  
(617) 762-0811  
$395. |
|--------------------------------------------------|--------------------------------------------------|
110 William St.  
New York, NY 10038  
$10.00 |
| RISKS AND FORECASTING. 10 min., black and white | Business Education Films  
7820 20th Avenue  
Brooklyn, N.Y. 11214  
(212) 331-1045  
$15.00 one day  
$30.00 one week |

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.

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

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.
HUMAN RESOURCES MANAGEMENT (Personnel)

Classification/Description

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.

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.

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.

Ordering 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

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

Program for Acquiring Competence in Entrepreneurship (PACE).

12) Managing Human Resources.

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.

Ordering Information

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

Management Services
Federal Business Development Bank
360 St. Jacques St., # 1600
Montreal, Quebec
H2Y 1P5 Canada
(514) 283-4118
#SV
$27.00 Canadian
<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
| **ALTERNATIVES TO DISCHARGE: A Case Study.** 14 min. | Sallanger Films  
1635 Twelfth Street  
Santa Monica, CA 90404  
call collect (213) 450-1300 |
| 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. | |
| **THE CASE OF THE SNARLED PARKING LOT.**  
22 min., color. | CRM/McGraw-Hill  
P.O. Box 641  
Del Mar, CA 92014-9988  
Purchase: $425.00  
Rental: $95.00  
Free preview. |
| 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 leader's guide. | |
| **A CASE OF WORKING SMARTER, NOT HARDER.**  
16 min., Color. | 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. |
| 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 leader's guide. | |
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.

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.

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.
HUMAN RESOURCES MANAGEMENT (Personnel)

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.

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 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.

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.
Human Resources Management (Personnel)

Classification/Description

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.

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."

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.


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.

Ordering Information

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

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

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

Great Plains National Instructional Television Library (GPN)
Box 80669
Lincoln, NE 68501
toll free 1-800-228-4632
Rental
$35 (VC), $40 (Film)
Purchase
$245 (VC), $395 (Film)
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.

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.

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.

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.
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.

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.

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.
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.

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.

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.
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) 561-344
$8.95
quantity discounts available
## HUMAN RESOURCES MANAGEMENT (Personnel)

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Performance Appraisal</strong></td>
<td></td>
</tr>
</tbody>
</table>
| 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 |
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.

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.


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

| 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 |

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

| 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. |  |

| 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. |  |
PROCUREMENT — Local, State, Federal & Subcontracting

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. 006613/11G
$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

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>

### 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.

**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.

**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.

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

**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

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


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.


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.

**Ordering Information**

Univ. of Wisconsin -
Extension Small Business
Development Center
532 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
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.

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 IIIe, 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

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

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, microcomputers (home and office), the automated office, computer crime and security, computer careers and your future.

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

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**

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.

**Ordering Information**

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

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
| "How To Use Your Personal Computer In 10 Easy Video Lessons." Videocassette. | Kennen 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. |

**Versions available for IBM PC, Apple II+, Apple IIe, Apple III. Specify Beta II or VHS.**

**How to Use V. sicalc 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.

"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
$37.50

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).

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Printed Materials</strong></td>
<td></td>
</tr>
</tbody>
</table>

**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
<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
Agricultural Education Services  
Richmond, VA 23216  
630.4 WILK 1975-1 |
| This material is useful in organizing a special program in agricultural management. 30p. |                                                                 |

| **APAA Export Guide: A Step by Step Manual on Selling Your Products Abroad.** | Automotive Parts & Accessories Association  
5100 Forbes Blvd.  
Lanham, MD 20706  
(301) 459-9110  
$35.00 APAA member  
$55.00 non-member  
quantity discounts available |
| 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. |

| **APPAREL SHOP ENTREPRENEURSHIP.** | East Central  
Network/Illinois **  
Vocational Curriculum Center, Sangamon State University, E-22, Springfield, IL 62708  
(217)786-6375 |
| Kathryn M. Greenwood, M. Callson and D. Mott. Oklahoma State University, Stillwater, OK 74074 1977. | These materials may be obtained on a 30 day loan program |
| 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. |
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.

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

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
| **Automotive Service Training & Job Skills Directory** | Automotive Parts & Accessories Association  
5100 Forbes Blvd.  
Lanham, MD 20706  
(301) 459-9110  
$35.00 APAA member  
$55.00 non-member  
quantity discounts available |
| 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. | | |
| **Cleaning Services.** | 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 |
| 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. | | |
| **Cost Study for Printing Operations Up to 12 Employees.** | National Association of Printers and Lithographers (NAPL)  
780 Palisade Ave.  
Teanuck, NJ 07666  
B106  
$15 (members)  
$25 (non-members) |
| 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. | |
## Classification/Description

**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.

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Sewing.</td>
<td>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</td>
</tr>
</tbody>
</table>

## 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.

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 $10.00 ETC100C2 Teacher module $3.00
- Dairy Farming ETC100D1 Student module $6.00 ETC100D2 Teacher module $3.00

The Vocational Studies Center University of Wisconsin-Madison 964 Educational Sciences Bldg. 1025 West Johnson St. Madison, WI 53706
## MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm Equipment Repair</td>
<td>ETC100E1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100E2 Teacher module</td>
</tr>
<tr>
<td>Fertilizer and Pesticide Service</td>
<td>ETC100F1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100F2 Teacher module</td>
</tr>
<tr>
<td>Garden Center</td>
<td>ETC100G1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100G2 Teacher module</td>
</tr>
<tr>
<td>Tree Service</td>
<td>ETC100H1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100H2 Teacher module</td>
</tr>
<tr>
<td>Answering Service</td>
<td>ETC100J1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100J2 Teacher module</td>
</tr>
<tr>
<td>Bookkeeping Service</td>
<td>ETC100K1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100K2 Teacher module</td>
</tr>
<tr>
<td>Secretarial Service</td>
<td>ETC100L1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100L2 Teacher module</td>
</tr>
<tr>
<td>Software Design Company</td>
<td>ETC100M1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100M2 Teacher module</td>
</tr>
<tr>
<td>Word Processing Service</td>
<td>ETC100N1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100N2 Teacher module</td>
</tr>
<tr>
<td>Health Spa</td>
<td>ETC100P1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100P2 Teacher module</td>
</tr>
<tr>
<td>Nursing Service</td>
<td>ETC100R1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100R2 Teacher module</td>
</tr>
<tr>
<td>Wheelchair Transportation Service</td>
<td>ETC100S1 Student module</td>
</tr>
<tr>
<td></td>
<td>ETC100S2 Teacher module</td>
</tr>
</tbody>
</table>
### MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel Store</td>
<td></td>
</tr>
<tr>
<td>ETC100T1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100T2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Bicycle Store</td>
<td></td>
</tr>
<tr>
<td>ETC100U1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100U2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Business and Personal Service</td>
<td></td>
</tr>
<tr>
<td>ETC100V1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100V2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Flower and Plant Store</td>
<td></td>
</tr>
<tr>
<td>ETC100W1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100W2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Innkeeping</td>
<td></td>
</tr>
<tr>
<td>ETC100X1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100X2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Specialty Food Store</td>
<td></td>
</tr>
<tr>
<td>ETC100Y1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100Y2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Travel Agency</td>
<td></td>
</tr>
<tr>
<td>ETC100Z1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100Z2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Day Care Center</td>
<td></td>
</tr>
<tr>
<td>ETC100AA1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100AA2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Home Attendant Service</td>
<td></td>
</tr>
<tr>
<td>ETC100BB1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100BB2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Housecleaning Service</td>
<td></td>
</tr>
<tr>
<td>ETC100CC1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100CC2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Restaurant Business</td>
<td></td>
</tr>
<tr>
<td>ETC100DD1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100DD2 Teacher module</td>
<td>$3.00</td>
</tr>
<tr>
<td>Sewing Service</td>
<td></td>
</tr>
<tr>
<td>ETC100EE1 Student module</td>
<td>$6.00</td>
</tr>
<tr>
<td>ETC100EE2 Teacher module</td>
<td>$3.00</td>
</tr>
</tbody>
</table>
### MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy Specialist Service</td>
<td>ETC100FF1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100FF2 Teacher module $3.00</td>
</tr>
<tr>
<td>Guard Service</td>
<td>ETC100GG1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100GG2 Teacher module $3.00</td>
</tr>
<tr>
<td>Pest Control Service</td>
<td>ETC100HH1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100HH2 Teacher module $3.00</td>
</tr>
<tr>
<td>Air Conditioning and Heating Service</td>
<td>ETC100JJ1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100JJ2 Teacher module $3.00</td>
</tr>
<tr>
<td>Auto Repair Shop</td>
<td>ETC100KK1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100KK2 Teacher module $3.00</td>
</tr>
<tr>
<td>Carpentry Business</td>
<td>ETC100LL1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100LL2 Teacher module $3.00</td>
</tr>
<tr>
<td>Construction Electrician Business</td>
<td>ETC100MM1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100MM2 Teacher module $3.00</td>
</tr>
<tr>
<td>Hairstyling Shop</td>
<td>ETC100NN1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100NN2 Teacher module $3.00</td>
</tr>
<tr>
<td>Plumbing Business</td>
<td>ETC100PP1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100PP2 Teacher module $3.00</td>
</tr>
<tr>
<td>Welding Business</td>
<td>ETC100RR1 Student module $6.00</td>
</tr>
<tr>
<td></td>
<td>ETC100RR2 Teacher module $3.00</td>
</tr>
<tr>
<td>ETC100 Complete Set</td>
<td>$200.00</td>
</tr>
</tbody>
</table>
MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

### 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 Practices 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.
MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fundamental Concepts - Motor Carriers.</strong></td>
<td><strong>Education Center Register</strong> &lt;br&gt;Ernst &amp; Whinney &lt;br&gt;2000 National City Center &lt;br&gt;Cleveland, OH 44114 &lt;br&gt;(216) 861-500 x5597 &lt;br&gt;$40.00</td>
</tr>
</tbody>
</table>

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.

| **Getting Down to Business: Agriculture.** | **Western Curriculum Coordination Center** <br>1776 University Avenue <br>Wist Hall 216 <br>Honolulu, HI 96822 <br>(808) 948-6496 <br>Loan 4 weeks. |

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.

| **Getting Down to Business: Business and Office.** | **Western Curriculum Coordination Center** <br>1776 University Avenue <br>Wist Hall 216 <br>Honolulu, HI 96822 <br>(808) 948-6496 <br>Loan 4 weeks. |

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.
### MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>
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. |
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. |
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

Getting Down to Business: Trades and Industry.

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.

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.

Marketing Practices 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.

Micro-grapheurs.

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.
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.


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.
MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

Classification/Description

Production Methods for Textile Rental Industry

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.

Ordering Information

Textile Rental Services
Association of America
P.O. Box 1283
Hollandise, FL 33009
(305) 457-7555
#71337
$7.50/set members
$15.00/set non-members
MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

Production Methods for Textile Rental Industry
Case Studies - 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
Hollendale, FL 33009
(305) 457-7555
#71351
$5.00/set members
$10.00/set non-members
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.

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESERVATION ECONOMIC DEVELOPMENT. A COURSE IN SMALL BUSINESS. Black Hills State College, Spearfish, S. Dakota 57783</td>
<td>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 141015 RC 0009551</td>
</tr>
<tr>
<td>Classification/Description</td>
<td>Ordering Information</td>
</tr>
<tr>
<td>----------------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td><strong>Textile Repair and Salvage Manual. 1982.</strong></td>
<td><strong>Textile Rental Services</strong></td>
</tr>
<tr>
<td>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.</td>
<td>Association of America P.O. Box 1283 Hollandale, FL 33009 (305) 457-7555 #71432 $15.00/set members $30.00/set non-members</td>
</tr>
<tr>
<td>Gives &quot;nuts and bolts&quot; of the Infrared Thermographic (detecting heat loss) business. Contains information on instrumentations, focus of the business, marketing, advertising, and printing. Self instructional.</td>
<td></td>
</tr>
<tr>
<td><strong>How to Start Your Own Business: Women Entrepreneurs Project.</strong> McCaslin, Barbara S. and McNamara, Patricia P., Los Angeles, CA: University of California-Los Angeles, Division of Vo Ed, 1977.</td>
<td>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</td>
</tr>
</tbody>
</table>
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.

Mini Problems in Entrepreneurship, Volume IV.

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.
MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUP

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>

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.
MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

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 implementation section includes: screening decisions; counseling workshop; sample workshop agenda and procedures; workshop evaluation; instructional needs; textbook recommendations; curriculum suggestions; evaluation systems.

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.
### MANAGING SPECIFIC BUSINESSES AND SPECIAL PROGRAMS FOR TARGETED GROUPS

<table>
<thead>
<tr>
<th>Classification/Description</th>
<th>Ordering Information</th>
</tr>
</thead>
</table>

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.

**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.

**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.

---

**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.

**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 cosponsors, 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.
Full Service Programs
**SMALL BUSINESS MANAGEMENT TRAINING CALENDAR**

**WASHINGTON, D.C.**

<table>
<thead>
<tr>
<th>Location: The Holiday Inn, 1501 Rhode Island Ave., NW, Washington, D.C.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRE-BUSINESS WORKSHOP</strong> Thu 7/5 8:30am-4:30pm $5</td>
</tr>
<tr>
<td><strong>PRE-BUSINESS WORKSHOP</strong> Thu 7/19 8:30am-4:30pm $5</td>
</tr>
<tr>
<td><strong>PRE-BUSINESS WORKSHOP</strong> Thu 8/2 8:30am-4:30pm $5</td>
</tr>
<tr>
<td><strong>PRE-BUSINESS WORKSHOP</strong> Thu 8/16 8:30am-4:30pm $5</td>
</tr>
</tbody>
</table>

**SPONSOR:** SBA, 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 |
| 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 |
| Tue 7/17 2:30pm-4:30pm FREE |
| Fri 8/17 10:00am-12:00pm FREE |
| 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 Forth (Conn. & L Sts.) & Farragut West (18th & I Sts., NW). NO PRE-REGISTRATION REQUIRED.

**LEGAL ASPECTS OF SMALL BUSINESS**

| Tue 7/10 9:00am-12:00pm FREE |
| Tue 7/10 1:00pm-4:00pm FREE |
| Wed 7/11 9:00am-12:00pm FREE |

**THE BUSINESS PLAN**

| Wed 7/11 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 9:00am-12:00pm 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 PREPARE A COMPREHENSIVE MARKETING PLAN**

| Wed 8/8 1:00pm-4:00pm FREE |

**DOUBLE-ENTRY BOOKKEEPING**

| Fri 9/19 9:30am-12:30pm FREE |

**ADVERTISING AS A BUSINESS TOOL**

| Wed 9/21 9:30am-12:30pm 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.

**FUNDED BY HOWARD UNIVERSITY AND U.S. SMALL BUSINESS ADMINISTRATION**
How to Start and Manage a Small Business
Tue 7/10-8/7 7:00pm-9:30pm  $25

Recordkeeping for Small Business
Thu 7/12-26 7:00pm-9:30pm  $15

Advertising and Sales Promotion
Thu 8/9-26 7:00pm-9:30pm  $10

Public Relations Techniques
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.

Developing Supervisory Skills (#760)
Sat 9/15; 9/22; 9/29; 10/13; 10/20 10:00am-3:00pm  $125

Effective Leadership (#761)
Thu 9/20-11/11 7:00pm-9:00pm  $105

Computer Literacy: An Introduction to Computers and Computing (#800A)
Sat 9/22-29 9:30am-4:30pm  $125

Publication Design (#762)
Wed 9/26-10/31 7:00pm-9:00pm  $95

Beating the Competition: Strategic Market Planning (#764)
Sat 9/29 9:30am-4:30pm  $65

The Art of Negotiation (#703)
Sat 10/13-14 10:00am-5:00pm  $95

Small Business Contracts and Law (#704)
Sat 10/13-20 9:30am-11:30am  $50

Writing and Placing Your Own Publicity (#751)
Sat 8/13-10/20 9:00am-4:00pm  $5

Computer Literacy: An Introduction to Computers and Computing (#800B)
Sat 10/13-20 9:30am-4:30pm  $125

Using the Electronic Spreadsheet: Business and Financial Applications (#830)
Sat 10/15-24 7:00pm-10:00pm  $185

Working with Different Personality Styles (#782)
Sat 10/20 9:30am-4:30pm  $75

Software Package Review for Business Applications (#820B)
Sat 11/20 1:00pm-5:00pm  $50

Problem Solving and Decision Making (#763)
Sat 10/20 9:30am-4:30pm  $65

Motivating Yourself and Others (#710)
Sat 10/27 9:30am-4:30pm  $65

Networking (#712)
Sat 10/27 9:30am-4:30pm  $65

Fundamentals of Word Processing (#825)
Sat 11/1-12/3 8:10am-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.
Model Programs
SUCCESS IN THE 80's

SMALL BUSINESS WORKSHOPS
A Series of Informative Seminars for the Decision Makers of Your Business
**SUCCESS IN THE '80's**

**SESSION I**  
(Wednesday, February 8, 1984)  
SBI860ZA

**RECORD KEEPING**

This workshop provides the 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 tips will be discussed.

**Moderator:**  
Rosemark Davis, Executive Director, Our Chamber of Commerce.

**Presenter:**  
Albert B. Biaudin, CPA, JD.

**REGISTRATION:**  
9:00-10:15 Registration - coffee and doughnuts
10:15-11:00 Opening Business Reports (just expenses, invoices, etc.) and how to use them.
11:00-11:15 Developing and Sustaining Records.
11:15-1:15 Lunch.
1:15-2:15 What the IRS, Loans, Pensions, Helpful Tools such as Computers, "One-Writes" and office machines to make record keeping easier.

---

**SESSION II**  
(Wednesday, March 7, 1984)  
SBI861ZB

**COMPUTER USE IN SMALL BUSINESS**

This workshop explores whether a computer can be a useful tool for your small business and if so, how can you save time and energy. Also discussed is how to efficiently select software and hardware specifically for your small business needs.

**Moderator:**  
Linda Kurtz, Coordinator, Small Business Administration.

**Presenters:**  
Albert B. Biaudin, CPA, JD.

**REGISTRATION:**  
9:00-10:15 Registration - coffee and doughnuts
10:15-11:00 Does your business need a computer?  
How do you select the right software and hardware to suit your needs?
11:00-11:15 Controlling the Systems - IBM vs. Mac
11:15-12:15 Census Bureau
12:15-1:15 Testing the installation and continuation of computer usage.

---

**SESSION III**  
(Wednesday, April 11, 1984)  
SBI862ZC

**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. Critzer, Executive Director, Centra Masons Chamber of Commerce.

**Presenters:**  
Harry Stibie, Professor of Marketing and Business Administration, Mason's Community College.

**REGISTRATION:**  
8:30-9:30 Registration - coffee and doughnuts
9:30-10:00 Presenting Marketing Guidelines
10:00-10:15 Conducting Market Research.
10:15-11:15 Coffee Break
11:15-1:15 Basic Elements of Sound Sales Approach.

---

**SESSION IV**  
(Wednesday, May 9, 1984)  
SBI863ZD

**ADVERTISING STRATEGIES FOR SMALL BUSINESS**

This workshop provides an opportunity to gain insight into the expertise of the article analysis of how to advertise, the type of media best suited to your needs and how to formulate an advertising budget.

**Moderator:**  
Stephen Morris, President, Warren Communicator-Standing Heights Chamber of Commerce.

**Presenters:**  
Catherine S. Allen, Bureau, Public Relations and College Communications Services, Macomb Community College.

**REGISTRATION:**  
8:00-9:00 Registration - coffee and doughnuts
9:00-9:15 Becoming a Successful Advertiser.
9:15-10:15 Methods of Advertising
10:15-11:00 Coffee Break
11:00-12:00 Panel Discussion with questions and answer period.

---

**SESSION V**  
(Wednesday, June 6, 1984)  
SBI864ZE

**YOUR BUSINESS IMAGE: VISUAL & NONVERBAL COMMUNICATION**

This 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 visual and nonverbal communications.

**Moderator:**  
Liffen Adams, Executive Director, Northwest Masons Chamber of Commerce.

**Presenters:**  
Hannah Bennett, Design, Spectrum Communications.

**REGISTRATION:**  
8:00-8:15 Registration - coffee and doughnuts
10:15-11:00 Coffee Break
11:00-11:30 Communicating your Business Identity.
11:30-2:00 Neve's - Trademark: The Name Game
MAKING DECISIONS ABOUT COMPUTERS

SEMINAR DESIGNED TO HELP YOU MAKE DECISIONS IN BUSINESS
Saturday, March 2, 1985
9:00 a.m.-1:30 p.m.
Cost $10; students, $6

The seminar is designed for small business owners, managers, salespeople, and others who are interested in computers. It will cover the following topics:
1. An overview of current computer technology and the Internet.
2. How computers can be used in small business.
3. Financial management and accounting systems.
4. Marketing and sales systems.
5. Personnel management systems.

Time Management

Time is a very precious resource, particularly for those in small business where there may be no time to be wasted. The cost of poor time management can be prohibitive. The two-day seminar will cover the following topics:
1. Setting priorities and goals.
2. Time management techniques.
3. Effective delegation.
4. Effective use of technology for time management.

PROMOTING YOUR PRODUCT

Selling your product and/or services and promoting your business in a way that encourages others to buy is the goal of this seminar. The seminar will cover the following topics:
1. Developing a marketing plan.
2. Creating a sales campaign.
3. Developing a product line.
4. Developing a customer base.

FINANCIAL MANAGEMENT FOR THE NON-FINANCIAL MANAGER

Managing a small business successfully requires an understanding of financial planning, cash management, and budgeting. This seminar will cover:
1. Understanding financial statements.
2. Developing a cash flow analysis.
3. Understanding cost/benefit analysis.
4. Developing a budgeting plan.

PERSONNEL MANAGEMENT

Effective employee-employee relations is a vital link in any successful small business. This seminar will cover:
1. Understanding employee motivation.
2. Understanding employee turnover.
3. Understanding employee productivity.
4. Understanding employee compensation.

LEGAL RESTRICTIONS ON EMPLOYEES

SELECTION & TERMINATION
March 14, 1985
9:00 a.m.-1:30 p.m.
The seminar is designed for small business owners, managers, salespeople, and others who are interested in computers. It will cover the following topics:
1. Understanding the legal aspects of selecting employees.
2. Understanding the legal aspects of terminating employees.
3. Understanding the legal aspects of employment discrimination.

COMMUNICATING WITH EMPLOYEES/EMPLOYEES
March 14, 1985
1:00-4:30 p.m.
The seminar is designed for small business owners, managers, salespeople, and others who are interested in computers. It will cover the following topics:
1. Understanding the legal aspects of communicating with employees.
2. Understanding the legal aspects of employees' rights.
3. Understanding the legal aspects of employees' rights.

EMPLOYEE MOTIVATION, MORALE & PRODUCTIVITY
March 21, 1985
9:00 a.m.-1:30 p.m.
The seminar is designed for small business owners, managers, salespeople, and others who are interested in computers. It will cover the following topics:
1. Understanding the legal aspects of employee motivation.
2. Understanding the legal aspects of employee morale.
3. Understanding the legal aspects of employee productivity.

COMMUNICATING WITH EMPLOYEES/EMPLOYEES
March 14, 1985
1:00-4:30 p.m.
The seminar is designed for small business owners, managers, salespeople, and others who are interested in computers. It will cover the following topics:
1. Understanding the legal aspects of communicating with employees.
2. Understanding the legal aspects of employees' rights.
3. Understanding the legal aspects of employees' rights.

COMMUNICATING WITH EMPLOYEES/EMPLOYEES
March 21, 1985
9:00 a.m.-1:30 p.m.
The seminar is designed for small business owners, managers, salespeople, and others who are interested in computers. It will cover the following topics:
1. Understanding the legal aspects of communicating with employees.
2. Understanding the legal aspects of employees' rights.
3. Understanding the legal aspects of employees' rights.

COMMUNICATING WITH EMPLOYEES/EMPLOYEES
March 21, 1985
9:00 a.m.-1:30 p.m.
The seminar is designed for small business owners, managers, salespeople, and others who are interested in computers. It will cover the following topics:
1. Understanding the legal aspects of communicating with employees.
2. Understanding the legal aspects of employees' rights.
3. Understanding the legal aspects of employees' rights.
BOOKKEEPING FOR SMALL BUSINESS
11/13, 11/20, 11/27

HOW TO START YOUR OWN MAIL ORDER BUSINESS
9/24, 10/1, 10/8

CORPORATIONS, PARTNERSHIPS, AND PROPRIETORSHIPS: WHICH IS RIGHT FOR YOU?
10/25, 11/1, 11/8

MANAGEMENT COMMUNICATION SKILLS
10/9, 12/11, 12/18, 12/18

SMALL BUSINESS MANAGEMENT
10/17, 10/24, 10/31

INSURANCE FOR SMALL BUSINESS
11/28, 12/13

RECORDKEEPING
10/23, 10/30, 11/6

MANAGEMENT SKILLS
9/25, 10/17, 10/24, 10/31

BOOKKEEPING FOR SMALL BUSINESS
11/11, 11/18, 11/25

TOTAL MARKETING COMMUNICATIONS FOR SMALL BUSINESS
11/5, 11/12, 11/19

HOW TO ANALYZE AND UNDERSTAND FINANCIAL STATEMENTS
12/15, 12/17

HUMAN BEHAVIOR AND THE MANAGER
12/4, 12/11, 12/18

HOW TO DEVELOP NEW PRODUCTS AND SERVICES
10/15, 10/22, 10/29

MANAGEMENT SKILLS
9/25, 10/17, 10/24, 10/31

MICRO-COMPUTERS AND SMALL BUSINESS
11/7, 11/14, 11/21

TOTAL MARKETING COMMUNICATIONS FOR SMALL BUSINESS
11/5, 11/12, 11/19

ADMINISTRATIVE MANAGEMENT FOR SMALL BUSINESS
12/5, 12/12

HUMAN BEHAVIOR AND THE MANAGER
12/4, 12/11, 12/18

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 39942 — 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 business are covered. Discussion of the characteristics of a 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: $35.00

Management and Employee Relations in Your Small Business — SEM 1016
CRN 39941 — 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: $35.00

Procurement — Doing Business with Government — SEM 1077
CRN 39913 — 1 Sat, Aug 18, 8-12:30 p.m.
Types of federal, state and local regulations for various types of small businesses. Fee: $35.00

Recordingkeeping for Your Small Business — SEM 1017
CRN 65995 — 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: $35.00

Marketing, Pricing and Selling for the Small Business — SEM 1018
CRN 65996 — 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: $35.00

Women Business Owners
Orienteering — 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 29, 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, 5-9 p.m.
CRN 65756 — 5 Sat, Oct 5-7, 8 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 65757 — 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 Owners — SEM 1072
CRN 65775 — 5 Thurs, Oct 4-Nov 1, 4-7 p.m.
The pros and cons 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 65940 — 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: $65.00

Taxes, Insurance and Legal Regulations for Women Small Business Owners — SEM 1085
CRN 65942 — 1 Sat, Nov 2, 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 — 3 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 Weds-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 1062
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 65927 — 1 Fri, Nov 16, 8-10 p.m.
A thorough course for those who work under continual deadlines, decision-making and employee-related problems; special guidelines for stress management and training. Fee: $85.00

Bookkeeping for Small Business Owners — SEM 1076
CRN 65730 — 3 Mon, Dec 3, 10 & 17, 5-10 p.m.
All aspects of accurate bookkeeping for small business including: house-based business; provides a clear and easy method for bookkeeping; discussion of the cost of employing bookkeepers and how to acquire. Fee: $125.00

One day, 8-hour seminars do not include lunches.

Milby Campus
1601 Broadway
Entrepreneurship — SEM 1014
CRN 39908 — 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 — 3 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 — 1 Tues, 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

Bookkeeping for Small Business Owners — SEM 1071
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: $35.00

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
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

<table>
<thead>
<tr>
<th>SEMINAR</th>
<th>NFCC 85 Science Bldg.</th>
<th>SCHOOLCRAFT 8440 Liberal Arts Bldg.</th>
<th>MCC 8 Bldg.</th>
<th>WCC 130A LASS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing Your Own New Business</td>
<td>(Mon. &amp; Wed.)</td>
<td>(Tues. &amp; Thurs.)</td>
<td>(Mon. &amp; Wed.)</td>
<td>(Saturday)</td>
</tr>
<tr>
<td>Financial Controls</td>
<td>March 6</td>
<td>March 10</td>
<td>March 15</td>
<td>March 20</td>
</tr>
<tr>
<td>Increasing Productivity</td>
<td>March 15</td>
<td>March 23</td>
<td>March 17</td>
<td>March 21</td>
</tr>
<tr>
<td>Communicating Through Letters &amp; Memos</td>
<td>March 22 &amp; 24</td>
<td>March 30</td>
<td>April 7</td>
<td>April 21</td>
</tr>
<tr>
<td>Develop Your Selling &amp; Negotiating Skills</td>
<td>March 29 &amp; 31</td>
<td>April 6 &amp; 8</td>
<td>April 12</td>
<td>April 3</td>
</tr>
</tbody>
</table>

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. This seminar examines many cases, a selling transaction. The 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.

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.

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 memos.

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 improvements by 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 seminar is designed to provide small-business management 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.
Courses, Workshops, and Seminars for Businesses and Organizations

Highline Community College
Self-Supporting Programs

Winter 1984

Postcard

TIME DATED MATERIAL

ERI
Starting or Strengthening Your Business

CSPB 001, Recordkeeping For The Small Business

Course No.  Z520  9 am-5 pm  Sat  22-350  Keith L.

Note: Item Z520 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 bank statements, 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

Course No.  Z522  9 am-5 pm  Sat  22-305  Keith L.

Note: Item Z522 meets February 1 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 office, 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

Course No.  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 opened. 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 pencil and calculator.

CSPB 001, 100 Ways To Start A Home Business

Course No.  Z528  7:30-9 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, Inventory Management

Course No.  Z530  7:30-9 pm  Mon  17-205  Cunningham. M.

Note: Item Z530 meets January 24 and 31 only.

Step by step techniques in fund-raising for specific non-profit organizations and political campaigns that raise money. The process, formulas and analysis that can help you 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

Course No.  Z532  7:30-9 pm  Mon  17-205  Hoyt. E.

Note: Item Z532 meets January 25 only.

Learn how to develop your own selling strategy. Learn the psychological steps in buying and selling, why customers buy and when. Develop a system for setting up and using personal appearance.

Business Women on the Go

January 24, 1984  6:30-8:30 p.m.
Highline Community College
Artist/Lecture Center  No Charge

Learn how to make business trips profitable and productive.

sponsored by
Eastern Airlines
Highline Community College
Women's Resource Center & 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
Wednesday 7:00 p.m.-10:00 p.m.
Building E, Room 79
Instructor: to be announced

Course #CC009-04
Wednesday 7:00 p.m.-10:00 p.m.
Building E, Room 79
Instructor: to be announced

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
Monday 7:30 p.m.-9:30 p.m.
5 Sessions
Building E

Course #BI157-02
Wednesday 7:30 p.m.-9:30 p.m.
5 Sessions
Wood Ridge High School

Class #41015
7:30 p.m.—9:30 p.m.
October 8—Nov. 5, 1984
Cost: $25.00

Class #11016
7:30 p.m.—9:30 p.m.
March 27—April 24, 1985
Cost: $25.00
Special Interest Programs
Cleveland-Great Lakes
INDUSTRIAL INNOVATION CONFERENCE

Streffer's Inn On The Square Cleveland, OH

U.S. Small Business Administration/Cleveland, OH
National Bureau of Standards/DOE Energy-Related Inventions Program

NASA Lewis Research Laboratories

October 5, 6 & 7, 1983

announce

American Association of Small Research Companies
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.
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 ROUND TABLE 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

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 service 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, Ceciware
HENRY LAMBERT, Pasts & 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.

---

**Export Banking and Finance**

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.

---

**Trade Fair Showmanship**  
How to be most effective

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.

---

**Transportation**

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.
Chautauqua County Small Business Assistance Service

Sponsored by
The County of Chautauqua and
JCC
Jamestown Community College

C. RONALD VAHL
Coordinator
Locally-Based Business Assistance and Information Services for the Small Business Operator

U.S. SMALL BUSINESS ADMINISTRATION - Resource Center
Small Business: Everybody's Business
UNITED STATES DEPARTMENT OF COMMERCE - Associate Office

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 tape'

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)
- 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
Computer Programs
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
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 spreadsheets and database management systems;

explain how spreadsheets 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 database management systems can aid your business in creating, editing, and sorting information;

utilize a combination of lecture, hands-on instruction, and microcomputer vendor demonstrations. No experience with computers is necessary.

Vendors will demonstrate current business packages that are available.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30</td>
<td>Registration and Welcome</td>
<td>Eden 1</td>
<td>William McGuire, Associate</td>
</tr>
<tr>
<td>9:00</td>
<td>Introduction to Microcomputers</td>
<td></td>
<td>Professor of Computer Science</td>
</tr>
<tr>
<td>9:50</td>
<td>Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>Data Base Management Systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. The INFORM Language on the PRIME Computer</td>
<td></td>
<td>Suzanne Street, Director</td>
</tr>
<tr>
<td></td>
<td>B. dBASE II on the Microcomputer</td>
<td></td>
<td>Dr. Terry Weaver, Media Specialist</td>
</tr>
<tr>
<td>11:30</td>
<td>Buffet Luncheon with Discussion</td>
<td>Empire 101</td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>Hands-on Lab Demonstrations</td>
<td>Randolph 7, Computer Lab</td>
<td>Randolph 7, Computer Lab</td>
</tr>
<tr>
<td>12:30</td>
<td>Microcomputer Vendors' Demonstrations</td>
<td>Empire Hall</td>
<td></td>
</tr>
</tbody>
</table>

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.
Special Topics Programs
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.

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-asides 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 loan making decisions, so it is important to work closely with them.

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.
A Unique New Series of Business Seminars

FALL 1984

Women's Business Ownership

Offered by: Mira Costa, Palomar, San Diego

1. Women Business Owners Orientation

Length: 45 Hours
For: New and Potential Business Owners

Courses: Personal qualifications needed to run a successful business; 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: 45 Hours
For: New and Potential Business Owners

Courses: 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

3. The Business Plan

Length: 55 Hours
For: New and Potential Business Owners

Courses: 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 determine 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: 45 Hours
For: Established business owners (4 years or more in business) New to Government Contracting

Courses: The bidding process; pre-bid conference, preaward seminar; 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

Register me for these workshops. I have completed both sides of this form and enclosed my check made out to Community Services.

Mira Costa
Part I 9/9 11 am - 3:30 pm
Part II 10/1, 8, 15, 22, 29 7 - 10 pm $39
Part III 11/13, 15, 30, 12/4, 6, 11 7 - 10 pm $39
Part IV 12/11, 23, 29, 12/3, 10 7 - 10 pm $26
Part V 12/24, 25 9 am - 6 pm $10

Palomar
Part I 9/9, 16, 23, 30, 11/1, 6, 8 7 - 10 pm $39
Part II 11/13, 15, 30, 12/4, 6 7 - 10 pm $39
Part III 12/1, 8 7 - 10 pm $26
Part IV TBA $10

San Diego
Part I 9/9, 29, 10/6, 13 8:30 am - 5 pm $22
Part II 10/15, 17 8:30 am - 5 pm $32
Part III 10/22 - 10/29 6:30 - 10 pm $22
Part IV TBA $10

Southwestern
Part I 9/29, 10/6 8 am - 5 pm $22
Part II 10/13, 15, 22, 29, 12/4, 6, 11 7 - 10 pm $22
Part III 10/21 8:30 am - 5 pm $22
Part IV 9/29 8:30 am - 5 pm $10

INFORMATION

Mira Costa - Community Services 942-1342
Palomar - Community Services 744-1150
San Diego - Community Services 230-2251
Southwestern - Community Services 421-4700

Each course has been adapted by the site offering it to meet the specific needs of the community served.
A Unique New Series of Small Business Seminars

Fall 1984

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
Covered: 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. Coe, Ed.D., Counseling & Consulting Psychologist; Eileen Elfant, Careers, Etc.; Greta P. Hicks, Certified Public Accountant (CPA); Suzanne Jackson, Central City Business & Management Services, Inc.; Mary Alice Rice, Rice Aviation

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
Covered: How much success to expect from a home-based business, based upon 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, business and lifestyle requirements and more.
Length: 15 hours
Fee: $125.00
Team Will Include: Eileen Elfant, Careers, Etc.; Jeann Howse, Scotman Printing, Inc.; Jo Ann Yeakley, Module Designers, Inc.

The Business Plan
CRN 65683 Prefix & Course No. SEM 1080 5 Thursdays, Oct 18-Nov 1, 6-9 p.m.
For: New and Potential Business Owners
Covered: Elements of a good business plan; profile of your business; resources available to you; implementing the steps toward your goals; defining 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)

Selling Your Product or Service to the Government
CRN 36813 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
Covered: 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, 8-9 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, 888-0780

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 canceled 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
For Potential Business Owners
A. Stop: Do You Have What It Takes To Start?
For Current Business Owners
B. Surviving As A Minority Business Owner

10:30 - 4:30
EXHIBITS: Minority Women Business Owners Will Exhibit Their Services Or Products

12:00 - 4:30 P.M.
LUNCH*
INDIVIDUAL COUNSELING
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
Interfaith Council For Business Opportunity
Minority Business Opportunity Committee

The Federal Executive Board of Metropolitan Northern N. J
North Jersey Alumni Chapter
Delta Sigma Theta Inc
Rutgers Small Business Development Center
Urban League of Essex County
U. S. Small Business Administration
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.
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)

ORDER FORM

SHIP TO: _____________________________ 
BILL TO: _____________________________ 

ED NUMBER | NO. OF PAGES | NO. OF COPIES | UNIT PRICE | TOTAL |
---|---|---|---|---|

UNIT PRICE SCHEDULE

MICROFICHE (MF)

<table>
<thead>
<tr>
<th>NUMBER OF FICHES</th>
<th>PRICE CODE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 5, up to 480 pages</td>
<td>MF01</td>
<td>$ .97</td>
</tr>
<tr>
<td>6-481-768 pages</td>
<td>MF02</td>
<td>1.17</td>
</tr>
<tr>
<td>7-769-772 pages</td>
<td>MF03</td>
<td>1.37</td>
</tr>
<tr>
<td>8-773-768 pages</td>
<td>MF04</td>
<td>1.57</td>
</tr>
<tr>
<td>Each additional microfiche (additional 96 pages)</td>
<td></td>
<td>.20</td>
</tr>
</tbody>
</table>

PAPER COPY (PC)

<table>
<thead>
<tr>
<th>NUMBER OF PAGES</th>
<th>PRICE CODE</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 25</td>
<td>PC01</td>
<td>$ 2.15</td>
</tr>
<tr>
<td>26 to 50</td>
<td>PC02</td>
<td>3.90</td>
</tr>
<tr>
<td>51 to 75</td>
<td>PC03</td>
<td>5.65</td>
</tr>
<tr>
<td>76 to 100</td>
<td>PC04</td>
<td>7.40</td>
</tr>
<tr>
<td>Each additional 25 pages</td>
<td></td>
<td>1.75</td>
</tr>
</tbody>
</table>

TOTAL NO. OF PAGES | SUBTOTAL |
---|---|

TAX EXEMPT NO. _______________________
VA RESIDENTS ADD 4% SALES TAX
SHIPPING |
TOTAL |

CHARTS FOR DETERMINING SHIPPING CHARGES

1st CLASS POSTAGE FOR

<table>
<thead>
<tr>
<th>WEIGHT</th>
<th>CHARGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1lb</td>
<td></td>
</tr>
<tr>
<td>1-75 MF or 1-75 PC PAGES Not to Exceed</td>
<td>$ 1.55</td>
</tr>
<tr>
<td>33-75 MF or 1-75 PC PAGES Not to Exceed</td>
<td>$ 1.93</td>
</tr>
<tr>
<td>151-225 MF or PC PAGES Not to Exceed</td>
<td>$ 2.32</td>
</tr>
<tr>
<td>226-300 MF or PC PAGES Not to Exceed</td>
<td>$ 2.70</td>
</tr>
<tr>
<td>301-375 MF or PC PAGES Not to Exceed</td>
<td>$ 3.09</td>
</tr>
<tr>
<td>376-450 MF or PC PAGES Not to Exceed</td>
<td>$ 3.47</td>
</tr>
<tr>
<td>451-525 MF or PC PAGES Not to Exceed</td>
<td>$ 3.86</td>
</tr>
<tr>
<td>526-1500 MF or PC PAGES Not to Exceed</td>
<td>$4.24-$8.82</td>
</tr>
</tbody>
</table>

U.P.S. CHARGES FOR

<table>
<thead>
<tr>
<th>WEIGHT</th>
<th>CHARGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1lb</td>
<td></td>
</tr>
<tr>
<td>2 lbs</td>
<td></td>
</tr>
<tr>
<td>3 lbs</td>
<td></td>
</tr>
<tr>
<td>4 lbs</td>
<td></td>
</tr>
<tr>
<td>5 lbs</td>
<td></td>
</tr>
<tr>
<td>6 lbs</td>
<td></td>
</tr>
<tr>
<td>7 lbs</td>
<td></td>
</tr>
<tr>
<td>8 to 20 lbs</td>
<td></td>
</tr>
</tbody>
</table>

NOTE: Orders for 33 or more microfiche and all orders for paper copies (PC) will be shipped via United Parcel Service unless otherwise instructed.
**GENERAL INFORMATION**

1. **PRICE LIST**
The prices set forth herein may be changed without notice, however, any price change will be subject to the approval of the National Institute of Education Contracting Officer.

2. **PAYMENT**
The prices set forth herein do not include any sales, use, excise, or similar taxes which may apply to the sale of microfiche or hard copy to the Customer. The cost of such taxes, if any, shall be borne by the Customer.

Payment shall be made within thirty (30) days from date of invoice. Payment shall be without expense to CMIC.

3. **REPRODUCTION**
Express permission to reproduce a copyrighted document provided hereunder must be obtained in writing from the copyright holder noted on the title page of such copyrighted document.

4. **CONTINGENCIES**
CMIC shall not be liable to Customer or any other person for any failure or delay in the performance of any obligation if such failure or delay (a) is due to events beyond the control of CMIC including but not limited to: fire, storm, flood, earthquake, explosion, accident, acts of the public enemy, strikes, lockouts, labor disputes, work stoppages, transportation embargoes or delays, failure or shortage of materials, supplies or machinery, acts of God, or acts or regulations of any governmental body; (b) is due to failures of performance of subcontractors beyond CMIC's control and without negligence on the part of CMIC; or (c) is due to erroneous or incomplete information furnished by Customer.

5. **LIABILITY**
CMIC's liability, if any, arising hereunder shall not exceed restitution of charges.

In no event shall CMIC be liable for special, consequential or liquidated damages arising from the provision of services hereunder.

6. **WARRANTY**
CMIC MAKES NO WARRANTY, EXPRESS OR IMPLIED, AS TO ANY MATTER WHATSOEVER, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR PURPOSE.

7. **QUALITY**
CMIC will replace products returned because of reproduction defects or in completeness. The quality of the input document is not the responsibility of CMIC. Best available copy will be supplied.

**OTHER ERIC COLLECTIONS AVAILABLE FROM EDRS**

**STANDING ORDERS**
Subscription orders of microfiche copies of all ERIC reports announced in each issue of Resources in Education average $160.00 per month.

<table>
<thead>
<tr>
<th>BACK COLLECTIONS (Postage extra)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports in Research in Education for 1966 and 1967</td>
<td>$ 416.05</td>
</tr>
<tr>
<td>Reports in Research in Education for 1968</td>
<td>1252.65</td>
</tr>
<tr>
<td>Reports in Research in Education for 1969</td>
<td>1494.50</td>
</tr>
<tr>
<td>Reports in Research in Education for 1970</td>
<td>1521.67</td>
</tr>
<tr>
<td>Reports in Research in Education for 1971</td>
<td>1775.91</td>
</tr>
<tr>
<td>Reports in Research in Education for 1972</td>
<td>1638.17</td>
</tr>
<tr>
<td>Reports in Research in Education for 1973</td>
<td>1600.91</td>
</tr>
<tr>
<td>Reports in Research in Education for 1974</td>
<td>1673.19</td>
</tr>
<tr>
<td>Reports in Research in Education for 1975</td>
<td>1574.17</td>
</tr>
<tr>
<td>Reports in Research in Education for 1976</td>
<td>1963.76</td>
</tr>
<tr>
<td>Reports in Resources in Education for 1977</td>
<td>1871.63</td>
</tr>
<tr>
<td>Reports in Resources in Education for 1978</td>
<td>1944.77</td>
</tr>
<tr>
<td>Reports in Resources in Education for 1979</td>
<td>2102.53</td>
</tr>
<tr>
<td>Reports in Resources in Education for 1980</td>
<td>2128.63</td>
</tr>
<tr>
<td>Reports in Resources in Education for 1981</td>
<td>1995.89</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AIM/ARM MICROFICHE COLLECTIONS (postage extra)</th>
<th>$ 0.186/fiche</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEARINGHOUSE MICROFICHE COLLECTIONS (postage extra)</td>
<td>$ 0.200/fiche</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIAL COLLECTIONS (postage extra)</th>
<th>$ 0.143/fiche</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of Education Research Reports 1956 - 65</td>
<td>$ 474.05</td>
</tr>
<tr>
<td>Pacesetters in Innovation, Fiscal Year 1966</td>
<td>169.46</td>
</tr>
<tr>
<td>Pacesetters in Innovation, Fiscal Year 1967</td>
<td>205.49</td>
</tr>
<tr>
<td>Pacesetters in Innovation, Fiscal Year 1968</td>
<td>117.98</td>
</tr>
<tr>
<td>Selected Documents on the Disadvantaged</td>
<td>391.82</td>
</tr>
<tr>
<td>Selected Documents in Higher Education</td>
<td>179.89</td>
</tr>
<tr>
<td>Manpower Research: Inventory for Fiscal Year 1966 and 1967</td>
<td>93.38</td>
</tr>
<tr>
<td>Manpower Research: Inventory for Fiscal Year 1968</td>
<td>32.05</td>
</tr>
<tr>
<td>Manpower Research: Inventory for Fiscal Year 1969</td>
<td>67.64</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIAL PRODUCTS (postage included)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Analysis Products Bibliography 1975 - 1977</td>
<td>120.95</td>
</tr>
<tr>
<td>1978</td>
<td>43.45</td>
</tr>
<tr>
<td>1979</td>
<td>39.14</td>
</tr>
<tr>
<td>1980</td>
<td>39.05</td>
</tr>
<tr>
<td>1981</td>
<td>39.05</td>
</tr>
</tbody>
</table>