
NOT QUITE EMOMENTUM

Dear SBI members and friends,

This is the second issue of Not Quite eMomentum. As many of you know, eMomentum has been SBI's newsletter for years. Now, thanks to Affinity Resource Group, our association management firm, we hope to drive members and friends to our constantly improving website (<http://www.smallbusinessinstitute.biz>). Here you'll find the latest SBI news, especially with regard to our 2010 Conference information and submission requirements for papers, workshops and Project (nee Case) of the Year competition.

Breaking News

In fact, the 2010 Conference submission site is now ready for your use! You'll find it at http://www.sbida.org/Submission_Instructions.pdf. Please note that submission deadline is 9/10/09.

Member's Showcase

Once again we'd like to invite you to share an example of the publicity your SBI program has garnered inside or outside of your institution. The approximate deadline for the next issue Not Quite eMomentum is 9/1. Hope your example will be among those from which one or two will be selected for publication.

To seed the clouds, here's my own example, an excerpt from the Wall Street Journal of February 23, 2009:

SMALL BUSINESSES TURN TO MBA STUDENTS FOR ADVICE

Kathleen DiChiara and other officials of the Community FoodBank of New Jersey "came up with the idea of using ... [stale] donated bagels to create a bread-based product they could sell for a profit in bakeries and grocery stores. That not only would prevent waste but also generate income to support increased demand for the food bank's services, and create jobs in the community. But officials quickly realized they didn't have the business knowledge to bring the idea to life. In September 2007, Ms. DiChiara turned to the MBA Team Consulting Program at Rutgers Business School -- Newark and New Brunswick... A semester later, the food bank... received a business plan to turn the donated bagels into bagel chips and distribute them across New Jersey... The chips aren't on retail shelves yet, but the food bank conducted three sales tests last summer at local farmers' markets, selling out 300 of the \$4 bags each time."

The above was among the publicity examples that resulted in my being named winner of SBI's 2009 Showcase Award. I'm sure many of you have good stories to tell as well. I hope you'll share them with me for inclusion in an upcoming Not Quite eMomentum.

Thanks,

Paul Belliveau
SBI Vice President, Marketing & Communications