

Letter from the President

The Small Business Institute® continues to be a leader in small business and entrepreneurship education through our innovative and highly effective models of experiential learning. We are quickly moving toward our 40th year as an organization, and one of the hallmarks of the SBI is that we continue to grow and learn through the sharing of ideas, research, and best practices. At our 39th Annual Conference which was held this past February, a consistent message was shared by many of our SBI members. That message was simply that their association with the SBI and the direction, information, and mentorship that they received from others within the organization helped to shape their academic careers. I recall more than one new attendee share how they wished they would have known about the SBI earlier.

The Small Business Institute® is committed to the mission of resourcing our members whether they be traditional academics, faculty leads, or even students with the necessary resources for success, and the Small Business Institute® Journal is one of our primary means of disseminating this information. In this edition, we have articles which can provide information for collaboration, research on small business franchises, information on the timely issue of health-care in small business, detailed research on the use of new marketing media for small businesses, and issues regarding uncertainty and information. Each of the articles in the journal can provide great information for you whether you are a program director, faculty lead, or even a practitioner.

We do hope that you will enjoy this issue of the SBIJ, but we also hope that you will begin making plans to attend the upcoming 40th Annual Conference that will be held February 11 – 13, 2016 in New Orleans, Louisiana. This special anniversary conference will include special Workshops on Thursday morning, keynote speakers on Thursday and Friday at lunch, and special workshops for program directors, researchers, experiential learning educators, and more. In addition, we continue to take great pride in the Project of the Year competition. Please check out our website at www.smallbusinessinstitute.biz for the call for papers and more information, or contact Program Chair John Batchelor directly at jbatchelor1@uwf.edu.

One final reminder, please remember to consider the Small Business Institute® Journal as an outlet for your research in the areas of small business and entrepreneurship. We depend on your submissions to continue to make this journal the quality publication that it is. Do not hesitate to contact either of the editors, Mike Harris or Shanan Gibson, for more information on the journal.

Enjoy your summer and make plans now for the 40th Anniversary Celebration at the 2016 Annual Conference!

William C. McDowell, Ph.D.
President, Small Business Institute®