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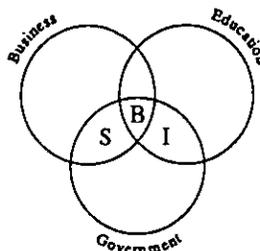
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Don't Mistake Business Plans For Planning

Bill Parks is professor of business and director of the Small Business Institute at the University of Idaho and President of Northwest River Supplies, Inc., a distributor of paddling sports equipment.

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Marketing Strategies for Small Service Businesses: Applications of Expectations/Performance Gaps

Professor Timothy Wilson teaches marketing and marketing theory courses at Clarion University. His research interests include the areas of business development, industrial marketing applications, and service satisfaction implications. He actively consults with small businesses; he is a principal consultant in Michigan Tech's Bureau of Industrial Development programs and is a member of the Incubator Advisory Board associated with the Small Business Development Center at Clarion University.

Mr. James Hainault is Manager of Business Development in the Bureau of Industrial Development at Michigan Technological University. In this position his responsibilities are threefold: he manages and provides consulting services to entrepreneurs; he manages the Small Business Institute Program, and he designs and offers training programs to the business community on Michigan's Upper Peninsula.

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Assessing the Value of Professional Practices

Dr. John B. Wallace is Associate Professor of Management and Director of the Small Business Institute at Marshall University. He was for 12 years the head of research in management development for the International Labor Organization, based in Geneva, Switzerland. His Ph.D. was granted by the University of Florida in Economics and Business Administration, and he has published widely in the field of cost-effective approaches to management development.

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The Benefits of the SBI Program: Perceptions of Former Students

Dr. Gwen Fontenot is a Marketing Researcher and Strategist with the Southwest Regional Office of Ernst & Young in Dallas. Dr. Fontenot earned her Ph.D. in Marketing from the University of North Texas in 1988. She was an Assistant Professor of Marketing at the University of Northern Colorado and an adjunct professor at Dallas Baptist University. Dr. Fontenot has served as director of both Small Business Institute programs and a Small Business Development Center. She is currently the National President of the Small Business Institute Directors' Association.

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Strategic Planning and the Family Firm: An SBI Consulting Perspective

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Getting Started Overseas: Eximbank Working Capital Financing for Small Business Exporters

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