

Work Life
Not all processors
are key of hours; some
simple strategies can
help them track the
hub.

SMALL BUSINESS BRIEFS

Business center programs scheduled

The Greater Louisville Small Business Development Center, 600 W. Main St., plans these programs. Call 582-4770 for more information.

Marketing for small businesses, 10:30 to 11:30 a.m. tomorrow at the FTIC building on the University of Louisville's Shelby Campus, 6100 Shelbyville Road. An overview of marketing and a discussion of advertising. Cost: \$25.

Financing your business, 5:30 to 6:30 p.m. Wednesday at the Kesten Tower, 6100 Dutchman Lane. A review of the agencies and institutions that provide loans, guarantees and financing for businesses. Free.

Franchising, 10:30 to 11:30 a.m. Thursday at the FTIC building. The basics of owning a franchise, including purchasing requirements and legal issues. Free.

Pre-business orientation, 11 a.m. to 1 p.m. Nov. 12 at the center, 600 W. Main St., fourth floor. The fundamentals of getting a business started, including preparing a business plan and developing financial statements.

Introduction to QuickBooks, 5:30 to 8:30 p.m. Nov. 11 and 12 at Albany Educational Resource Center, 248 S. First St. The two-part seminar covers the basics of the accounting software.

Franchising and legal calculator. A basic knowledge of Windows software and computers is required. Cost: \$25.

Indiana center plans programs

The Southern Indiana Small Business Development Center plans these programs at the Southern Indiana Chamber of Commerce, 1000 Charlestown Road in New Albany, unless noted otherwise. Advance registration required. Call 812/944-6561.

Creating a successful business plan (Part 1), 10 to 5 p.m. Wednesday at the chamber office. The course is a follow-up to Part I and designed to prepare entrepreneurs to secure financing. Cost: \$25.

Intermediate QuickBooks software, 12:30 to 1:30 p.m. Friday and Nov. 15 at Ivy Tech State College, 14 Seabright. The two-part class offers continuing education in the popular accounting software. Cost: \$25.

Marketing and advertising for small businesses, 10 to 5 p.m. Nov. 12. The course covers the basics of advertising a business. Cost: \$25.

Tax-law seminar for small businesses

Certified public accountants Moorehead & King will sponsor a seminar on tax-law changes that affect small-business owners from 12:30 to 3 p.m. Thursday. The session will be at 815 S. Third St. Cost: \$15 (\$15 for two people).

It also will offer introductory courses on the Peachtree Accounting System from 8 a.m. to noon Friday. Cost: \$10. Corporate discounts available. Call 812/943-1000.

Association offers QuickBooks course

Accounting and Tax Professionals of Louisville will offer a QuickBooks training workshop from 9 a.m. to 1 p.m. Thursday at its office, 400 E. Third St. Cost: \$75. It also arranges on-site training.

Setting up an e-mail business at its office, Cost: \$25. To set up a business to register, call 685-0770.

SCORE can help small-business

Chapters of the Service Corps of Retired Executives in Louisville and Southern Indiana offer free small-business consulting. Call 582-0976 to find an appointment.

In Southern Indiana, SCORE members offer advice from 10 a.m. to noon and 1 to 3 p.m. Monday through Friday at their office at Holiday Inn Express, 411 W. Spring St., New Albany. Call 812/944-9676 for more information.

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Relative experience



Some family businesses want kin to earn their way into jobs

STORY BY MARCUS GREEN AND ILLUSTRATION BY DEVON MORGAN, THE COURIER-JOURNAL

ANNE DAGES committed a minor sin when she arrived for her first day of work at her family's auto company eight years ago. She wore a business suit. She had earned the way again, stocking her wardrobe with jeans, bluish jeans, golf shirts and hiking boots. These days, Dages has a reputation for her job mixing point at Dages Petal Co.'s Oak Street location. Her initial fashion sense, she was qualified to lead Dages into the next generation as a business graduate of the University of Dayton and an eight-year veteran of marketing and consulting work for White Mountain Creamery and Subway.

But her dress alone couldn't ensure a seamless transition. "I met a little resistance when I came as far as being a woman in the field, but quickly overcame that when I started unloading trucks and machines and doing everything the rest of the staff did. She feels like her outside experience 'helped me a lot' as she became the third generation to run the business. Many family businesses grapple with succession and inheritance issues, nepotism, business methods, sibling rivalry and other conflicts that might slow, or even derail, a family venture. Family-business owners don't have to look for their future work force, but counting on kin can have unintended consequences. A classic example: A father brings his son, a recent college graduate, into the business as a manager. "Family employees aren't motivated. Owners aren't about the company's decision-making process. The son might never have learned the criticism and might be well qualified, but it's likely he will have to prove that 'I'm not just here because I'm daddy's boy or daddy's girl,'" said Randy Cox, director of the Family Business Center at the University of Louisville's College of Business and Public Administration. Given the complex dynamics of family business, some families avoid bringing the next generation directly on board. Instead they en-

phasize education and related real-world experience — similar to the requirements for students by establishing standards on how family members are allowed to participate in the business, families position themselves to avoid claims of nepotism while using a sound business model, and Robert Nason, U of L's Franchising professor, says. "Some are educational requirements, like graduating from college. Some put in work experience, like interning at another unrelated company, or after a college education." For employees from 10 to 20 years. Sometimes that's after a college education. "Not all family businesses have such prerequisites. William Carroll, an attorney with Strickland & Co. P.C., which works with family companies, thinks some lessons are learned only after working an unqualified family member into the company. See SME Page 2, col. 1, this section

THE TURNING POINT Third time is charm at Web-listing company

Effort to bring technology to real estate faced hurdles

By MARCUS GREEN mgreen@courier-journal.com The Courier-Journal

In the waning days of the dot-com gold rush, a fledgling technology company pulled together a management team and designed a Web site for homeowners selling their houses themselves.

The college of principals had a revolutionary idea: a simple design, no excess clutter from a franchising company and the benefit of a car dashboard. They worked nights and weekends on the site, only to find what seemed to be ground zero for the technology boom.

"We essentially started in a basement, but we didn't start in a basement your typical dot-com way — with a bunch of high school or college kids," said Paul Spina, 21, president and chief executive of Dwellista Technology Inc. The company tried to steer away from the pitfalls of the Internet boom, where "you had people making a bunch of really cool programs that nobody really needed," said Kaciell



Encyclopaedia Britannica now has almanac

Associated Press

CHICAGO — Encyclopaedia Britannica, best known for its 32-volume general encyclopedia, is publishing a new-book almanac in hopes of attracting holiday shoppers.

The Encyclopaedia Britannica Almanac 2002 follows the release of Britannica's new encyclopedia, its first new volume in 100 years.

Unlike its conventional reference works, the almanac is billed by the company as containing a mix of facts and entertaining information for both casual and serious readers.

Spokane's Tom Fawcett said the addition of one-volume books reflects a changed business model for the company, which until recently relied solely on sales of its printed encyclopedia, published since 1768. It also has branched out increasingly into electronic publishing. "The strategy today is to create a variety of products in all media and at different prices," Fawcett said. The almanac sells for \$19.95 in paperback and \$39.95 in hardcover. The full-volume encyclopedia goes for a suggested retail price of \$120.