

New names for old

A couple of ideas for a new magazine title:

Assets—The Journal of the Human Resource Profession;
Excel—The Journal of The Human Resource Profession.

As for the name of the Society, that's best left to more heads than one, don't you think?

*George M. Bland
Washington, D.C.*

Here are my suggestions for a new name for the *Journal*:

*Journal of Executive Growth;
Executive Growth Monthly;
Executive Growth.*

*Allan Cox
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Chicago, Ill.*

The business of small business

I was particularly interested in your feature on small business in the June issue. The proliferation of figures defining small business was amusing, and the fact that so few consultants seem to know that these businesses exist was astonishing, considering that many consultants are themselves owners of small businesses.

I want to make a few points about "Small Business's Big Training Needs." First, the market is not new. I have been working with small businesses for nearly 10 years.

The easiest and most successful way I have found of accessing this market is through the local Chamber of Commerce. Chambers frequently have small business consortia that of-

fer seminars for their members. This kind of exposure is an outstanding door opener for trainers who want to explore the market. Volunteer to conduct a seminar.

Second, too often human resource and management consultants believe that the only way to succeed is to go after Fortune 500 companies. It is true that the "real money" is in working with larger organizations. However, I have found that much of my "bread and butter" comes from smaller businesses. Admittedly, the small business market does require a great deal of work. The consultant must play the roles of salesperson and prospector, as well as those of program designer and instructor.

Finally, Ms. Kelly listed several areas in which small business owners and personnel need training. I would like to add several topics to her list: sales training; managing the middle manager; advertising and marketing for the small business; and time and account management for the sales professional.

I also would like to see the *Journal* devote more space to the small business market. It is an important and often neglected one.

*Vincent Palacino, Jr.
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Leslie Kelly's "Small Business's Big Training Needs" was quite interesting and informative for me, since I am involved with training small business persons. My responsibilities with the New Jersey State Chamber of Commerce include serving as staff representative to the Small Business Advisory Committee and four subcommittees involved with specific types of business. I also develop and imple-

ment one-day seminars and conferences for members.

In the article, Kelly listed several training topics for small business. I have found that time management training, which was near the bottom of her list, is the small business owner's greatest need.

Entrepreneurs' problems with time management also may influence their reactions to training opportunities. "I can't afford the time away from the business," they often will say when training is suggested. We who are in the business of giving guidance and assistance must convince the small company owner that even though training will take time, it will help him or her do more, produce more and enhance the profitability of the company. This is no easy task, but it can be accomplished if trainers concentrate on developing multistage training programs that produce noticeable results at each stage.

Every seminar we offer at the Chamber of Commerce lasts only one day but presents a great deal of information on a single subject. The idea is not to make the attendants experts on the subject but to provide basic information that the business person can use in the work place to deal with the growth process. Providers of training services, either volunteer or professional, will find small business persons eager to absorb information that will help them run their businesses. But this information must be offered in a time-efficient manner.

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