



focus: small business

Mary DiPaolo

Databases add to networking

Recognizing the need for timely, accurate and reliable information to assist with decision making is crucial if business owners are to take full advantage of networking. As mentioned last week, networking can occur at several different levels. Attending industry seminars, conferences and workshops is one way that business professionals can gain access to others to exchange ideas, knowledge and information.

At another level, networking may be used to enhance the communication function of a business among all of its employees - regardless of their position.

IN THIS situation, networking is used to promote a continuous flow of information so employees may take an active role in suggesting new ideas and ways of doing things to improve operational performance.

Networking may also be used to bring together independent business owners serving the needs of the same or similar markets to better serve these markets as a group.

This type of networking has been going on for years (a business owner asking his marketing con-

sultant to recommend a reputable accountant, patent attorney or personnel specialist).

Beyond this, business owners are now taking advantage of information through database access among members of a network.

AS AN example, a network of business professionals serving the needs of small business may transfer useful information in a matter of minutes to one another as well as to clients with compatible computer systems. In this situation, information technology is used to enhance the networking process.

As business owners and managers, becoming involved in the "right" network for your business requires identifying what your information needs are as well as the resources available to meet these needs.

Many business professionals are interested primarily in establishing contacts in hopes of generating new business. Although a reasonable goal, expanding your client base doesn't happen without first developing the image, credibility and reputation among existing customers or other network members.

datebook

PRESENTATIONS

Friday, Nov. 13 - "How to Deliver Winning Presentations" 8:45 a.m. to 4:30 p.m. in Troy. Fee: \$115. 8 CPE credits. Information: 689-8282 Ext. 260. Sponsor: Walsh College.

CHURCH FINANCE

Saturday, Nov. 14 - "Congregational Finance" offered free 8 a.m. to 1 p.m. in Bloomfield Hills. Information: 855-3490. Sponsors: National Bank of Detroit, Greater Detroit Interfaith Round Table.

HOME BUSINESS

Saturday, Nov. 14 - "Homebase Business" seminar offered from 9 a.m. to 1 p.m. in Detroit. Fee: \$30. Information: 862-8000 Ext. 304. Sponsor: Marygrove College.

FRANCHISE WORKSHOP

Monday, Nov. 16 - Franchising workshop begins at 7 p.m. in Troy. Fee: \$10. Information: 648-8646. Sponsor: Start A Business Store.

TAX PLANNING

Monday, Nov. 16 - "Opportunities in 1987 Tax Planning" free 7-9 p.m. in Southfield. Information: 642-6733. Sponsors: Gordon & Co., Kramer, Mellen, Wagner & Ishbia

ECONOMIC CLUB

Monday, Nov. 16 - Economic

Club of Detroit meets. Information: 963-8547.

REAL ESTATE EXECS

Monday, Nov. 16 - National Association of Corporate Real Estate Executives meets in Southfield. Information: Paula Cometto, 353-7370.

LOTUS 1-2-3

Monday, Wednesday, Nov. 16-25 - Lotus 1-2-3 seminar offered 6:30-9:30 p.m. in Rochester. Fee: \$150. Information: 370-3120. Sponsor: OU

PHONE COMMUNICATION

Tuesday, Nov. 17 - "Effective Telephone Communication" 8:45 a.m. to 12:15 p.m. in Troy. Fee: \$60. 4 CPE credits. Information: 689-8282 Ext. 260. Sponsor: Walsh College.

NETWORK MEETING

Tuesday, Nov. 17 - Networking 5:30-8:30 p.m. in Birmingham. Fee: \$25 at door. Information: 645-2200. Sponsor: Ask the Consultant.

QUALITY CONTROL

Tuesday, Nov. 17 - American Society for Quality Control meets in Southfield. Information: 420-0122.

CPA MEETING

Tuesday, Nov. 17 - Certified Public Accountants dinner meeting at 5:30 p.m. in Southfield. Fee: \$25. Information: 855-2285.

BRIDAL ADVERTISING

Tuesday, Nov. 17 - "How to Advertise, Market and Promote your Business to the Bridal Market" begins at 6:30 p.m. in Troy. Fee: \$5. Information: 775-7432.

APPRAISERS MEET

Tuesday, Nov. 17 - American Society of Appraisers meets in Southfield. Information: 625-2774.

RETIREMENT PLANNING

Tuesday, Nov. 17 - Free retirement planning seminar begins at 7:30 p.m. in Bloomfield Hills. Information: 334-2411. Sponsor: A.G. Edwards & Sons Inc.

ACCOUNTANTS SEMINAR

Tuesday, Nov. 17 - Income tax seminar begins at 8:30 a.m. in Orchard Lake. Non-member fee: \$90. Information: Stephen W. Klausner, 559-3651. Sponsor: Accountants Guild of Metropolitan Detroit.

CHAMBER MEETS

Tuesday, Nov. 17 - Oakland County Chamber of Commerce meets in Southfield. Information: 644-1229.

BUSINESS EXPO

Thursday-Saturday, Nov. 17-19 - Business Expo offered in Detroit. Information: Tim Cleary, 569-8280.

MINIMUM TAX

Wednesday, Nov. 18 - "Corporate Alternative Minimum Tax" offered 1:45-4:30 p.m. in Troy. Fee: \$60. 4 CPE credits. Information: 689-8282 Ext. 260. Sponsor: Walsh College.

DATA MANAGERS

Wednesday, Nov. 18 - Data Processing Management Association meets in Southfield. Information: Carol Stephens, 271-8000.

LIFE UNDERWRITERS

Wednesday, Nov. 18 - Association of Life Underwriters meets in Southfield. Information: 353-7444.

PLANNING FORUM

Wednesday, Nov. 18 - Planning Forum meets in Southfield. Information: Bob Stenhouse, 244-4401.

CAREER STRATEGIES

Thursday, Nov. 19 - Career Strategies seminar 8:30 a.m. to 5 p.m. in Birmingham. Fee: \$125. Information: 280-1155. Sponsor: Personal Development Institute.

INTEREST DEDUCTION

Thursday, Nov. 19 - "Interest Deduction Under the New Tax Law" free tax talk offered with breakfast 7:45-8:30 a.m. in Troy. Information: Ursula Scroggs, 649-3400. Sponsor: Derridan, Kann, Seyferth & Salucci.

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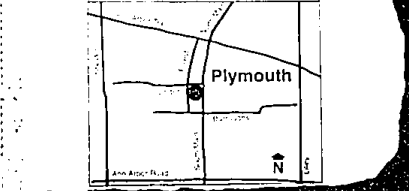
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