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Rotary Club of Dalton Newsletter

<http://www.rotarydistrict6910.org>

Dr. Merrilyn Helms, Dalton State professor of Business Management

2013-12-07



by Kathryn Sellers

Knowing Dalton's carpet industry is the result of entrepreneurial people gives us first-hand experience in the success of businesses that are started by regular folks, sometimes those without a lot of formal education and without a "business plan." Dr. Merrilyn Helms, Sesquicentennial Professor of Business Management, spoke about how people in other parts of the world start small businesses. Because she teaches International Business and Entrepreneurship, Dr. Helms has taken students to the far reaches of the world, especially behind the iron curtain, to see how people in evolving countries develop businesses. First, in any country, it takes someone who is willing to take a calculated risk to start a company. People search out or create an innovative product or service to provide and perhaps a new way of presenting that product or service. It is truly "venture creation." In the U.S., most have a desire for flexibility and control over their own lives. They are usually full of creativity. It is no different in other countries.

Dr. Helms spoke of her experiences in Russia, Peru and Cuba where most small enterprises are based on a product that is available locally and has a consumer base for that product. Examples are foods, especially quick foods, clothing made of local fibers, supplies for local needs like the beach or flowers or alpaca and llama wool in Argentina. It is also important to take that service or product where it is needed. Her interesting example is the business that washes your car for you in the shopping center parking lot, while you shop.

In most of these countries it is easier to start a business than in the U. S. because there are fewer regulations for business, for food service and for services. Even in Cuba Castro has loosened the regulations for businesses so that even restaurants in homes are now common.

Dalton State College has a strong Business Management curriculum that includes how to start a business, focusing on all the varied skills necessary in Entrepreneurship, and with a large group of seniors graduating soon. Knowing that small businesses hire the most employees in our country, this should be good news for our region as we strive to create more jobs.

It's time to ring the bell for the Salvation Army

By Kathryn Oehler Sellers

2013-11-26



Bill Bowen reminds us to please volunteer your time with the bell. With one week behind us, we still have slots for this week. Sign up at the meeting or call Bill Bowen at 706-459-2410 to get on the schedule.

Birthdays, Anniversaries and Join Dates

Member Birthdays

Name	Date
Burt, Amanda	Dec 11
Barnwell, William L	Dec 14
Sigmon, Pete	Dec 15

Spouse Birthdays

Name	Spouse Of	Date
Parrott, Eugenia	Parrott, V. D.	Dec 10

Anniversaries

Name	Spouse Name	Date
Minor, Tom	Minor, Ida	Dec 10
Wright, Tom	Wright, Joanne	Dec 12
Petty, Tiffany	Petty, Brad	Dec 15

Four Way Test

2013-11-29

