CONTENTS

FRONTLINE

17 CRUNCH TIME
What you need to know to make it through the credit crisis

20 PLASTIC TRAP
Credit cards' changing terms snare entrepreneurs

21 POWER PLAYERS
Entrepreneurs band together on the political front

22 WHIZ KIDS
We find the most promising young entrepreneurs

WHAT WORKS

27 THE SCIENCE OF SALES
Smart software and outside help find order—and money—among chaos

29 STRATEGIC PRICING
Yes, it's possible to raise prices—if you're mindful of how customers will react

30 THE SPACE PROGRAM
Set the right priorities for your office, industrial, or retail space

32 SMART ANSWERS
Being underappreciated in a family business, transferring property to your company

33 ETIQUETTE
A few tactful suggestions can motivate even the most slovenly employees to spiff up

33 THE ELEVATOR PITCH
Crazy Cart's go-kart-for-tweeners needs a little tuning up before hitting the road

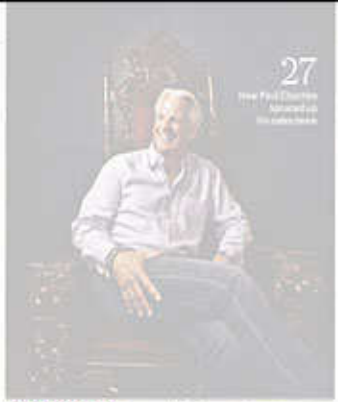
COLUMNS

34 FINANCE
If your company can make it past the early stages, venture capital will come a lot more easily

36 JUMPSTART
It's a great time to be an inventor—especially in such areas as finance, software publishing, and soft drinks

38 FAMILY INC.
The right ownership structure and strategy can help a family business pass smoothly between generations

68 Entrepreneur Gigi Stetler loves her lucky raincoat



27 How Paul Courter sprinted up the sales hill

DEPARTMENTS

12 FEEDBACK
Banks and liability; the talent pool deepens; virtual helps the U.S., Canada, and NAFTA

14 EDITOR'S MEMO
The credit crisis: How damaging is it for small businesses?

66 WHO'S HOT
Her kind of town, Chicago is: Sharon Woodhouse's local press turns Windy City lore into steady profits

67 Q&A
Palm and Handspring co-founder Donna Dubinsky on the high-tech gender gap

68 MY FAVORITE THINGS
When she's not selling IVs, Gigi Stetler likes to kick back with a Hibachi and hot sauce

69 BACKSTORY
Mark Andrushko can get your screenplay to someone with Hollywood pull

70 VIEWPOINTS
Would a national policy to foster green energy help small business? Karen Kerrigan and Jason Grumet weigh in

72 MY OFFICE
Warren Faidley loves the great outdoors—at its worst. That's the joy of being a storm chaser

33 How to talk to your workers about their sloppy dress

The McGraw-Hill Companies

BusinessWeek SMALLBIZ (ISSN 1088-8691) is published bimonthly by The McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY 10020. Periodicals Editorial, Circulation, Advertising Offices: 1221 Avenue of the Americas, New York, NY 10020. Copyright and Reprint Permissions: Copyright © 2008 by The McGraw-Hill Companies, Inc. All rights reserved. Copying for other than personal or internal reference use without express permission of The McGraw-Hill Companies is prohibited. Requests regarding permission to reprint in BusinessWeek Reprints, 1221 Avenue of the Americas, New York, NY 10020 or call 212-512-6208. BPA Audited Circulation. Magazine Membership applied for February, 2003.