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Optimism about economy worth noting

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Not quite 10 percent of CEOs of small- and mid-sized businesses nationally who were surveyed in February by Phoenix-based B2B CFO said their top concern was the economy.

In fact, when company projections were combined, those 310 B2B CFO clients, representing various industries, projected a 27.8 percent increase in combined sales and a 23.4 percent increase in combined jobs in 2008.

Given the drumbeat of economic bad news, their optimism is worth noting.

This group's main concerns overwhelmingly were time and resources to sustain sales growth (29.4 percent) and cash to operate and grow (25.5 percent). Only 9.7 percent listed the economy as a key concern.

The ebbs and flows of the global economy and the challenge of competition always have been part of what small businesses deal with in good times and challenging ones.

B2B CFO, which provides CFO services, suggests their clients' rugged individualism is displayed in the survey results.

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