

Fall 2000

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2001: An Entrepreneurial Odyssey

If you haven't yet made your plans for the USASBE/SBIDA Conference in Orlando on February 7-10, now is the time to do it.

George Soloman has put together an excellent program of papers, workshops, and symposia. The conference theme, An Entrepreneurial Odyssey, is appropriate for 2001. This year's conference is the second of two conferences shared with the Small Business Institute Directors' Association.

Topics include the following.

- The Internet and Entrepreneurship
- Family Business: Its Role in the 21st Century
- The Role and Impact of Public Policy on Entrepreneurial Business Ventures
- Technological Revolution and Its

Impact on the Entrepreneur and Entrepreneurial Educators

- Venture Capital: Its Impact on Entrepreneurs
- The Changing Face of the Entrepreneur: Diversity and the Role of Women Entrepreneurs
- Management Consulting: Roles, Issues and Concerns
- Applied Field Case Practice and Pedagogy
- Applied Marketing and Management Issues for the Small Business
- Applied E-Environment: MIS, Finance, E-Commerce
- Applied Legal, Ethical, and Social Issues for Small Business
- Applied Issues in New Business Ventures

The conference is being held at the

delightful Coronado Springs Hotel on the grounds of Walt Disney World. Coronado Springs is one of Disney's latest family/conference hotel facilities. Guests of Coronado Springs will have access to free transportation for all Disney World attractions via continuous bus shuttles. Guests will be allowed to have children under the age of 18 stay with their parents free. George has scheduled free time during the conference so attendees will be able to participate in all the conference sessions and programs and still have time to enjoy the attractions.

This year, you may register on the USASBE web site. Here's how you do it. Fill out the appropriate

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Coronado Springs Hotel

Featured Speakers in Orlando

An excellent slate of featured speakers will enlighten us in Orlando. These include Dale Meyer, Larry Penley, Ambassador John Bryant, and Michael Camp.

Dr. G. Dale Meyer

Currently President of the International Council for Small Business and holder of an endowed chair at the University of Colorado, Dr. Meyer has won 14 teaching excellence awards. In 1998 received the Hazel Barnes Prize which is the University of Colorado's ultimate award for career excellence in teaching and research.

Dr. Larry Penley

Dr. Penley is Dean of the College of Business at Arizona State University and is Chair of the AACSB-The International Association for Management Education. He has been a leader in the AACSB movement for "relevance" in business school curricular – the creation of close links with the private sector in meeting their needs for graduates who can perform effectively in the new business environment.

Ambassador John Bryant

John Bryant is the Founder, Chairman of the Board and Chief Executive Officer of **Operation HOPE, Inc.**, America's first non-profit investment banking organization. On December 5,

1994, Mr. Bryant was selected by TIME Magazine as "One of America's 50 Most Promising Leaders of the Future" and was featured in the TIME Magazine cover story on leaders under 40. As a direct result of the pioneering work of Operation HOPE, Inc. in the United States, in 1998 the United Nations Conference on Trade and Development appointed Mr. Bryant to be their first ever Goodwill Ambassador to the United States of America for the Partners for Development Initiative.

S. Michael Camp

Currently, Director of Research at the Kauffman Center for Entrepreneurial Leadership. He is responsible for developing the strategic research agenda for the Center for Entrepreneurial Leadership.



Epcot Center

USASBE's

Mission Statement

Some USASBE divisions have developed domain statements for their divisions, and others are still working on them. As an aid for everyone to better understand the overall organization, here is the formal mission statement of USASBE.

"The mission of the United States Association for Small Business and Entrepreneurship is to advance knowledge and foster business development through entrepreneurship education and research. USASBE is interdisciplinary, cross-functional and globally connected (as an affiliate of the International Council for Small Business). USASBE is the premier network for entrepreneurship educators at all student levels, for professional practitioners, for entrepreneurship researchers, and for government policy makers. USASBE offers cutting-edge programs for entrepreneurship education and encourages research that has practical application."

Odyssey (Continued from page 1)

blanks on the form. If you need a copy, hit the print button on your browser. Then scroll to the bottom and click on the submit button to send your registration to USASBE. Follow this up with a check made to USASBE and sent to the address on the web site. You can register for the Coronado Springs Hotel through the Disney web site.

USASBE Enters Into Strategic Alliance With Coleman Foundation

We teach in our business courses that strategic alliances are a valuable strategy to capture the strengths of two or more firms that can benefit both. USASBE practices what its members preach. We have just entered into a multi-year contract with the Coleman Foundation to administer their entrepreneurship education grants program.

The Coleman Foundation has, for years, been one of the great underwriters of entrepreneurship education. They initially funded a series of endowed chairs in entrepreneurship at a number of universities. In later years, they have provided scores of \$25,000 grants to colleges and universities to help them develop innovative programs in entrepreneurship.

Their latest move is to contract with USASBE to administer all of Coleman's entrepreneurship-related granting activities. This means that USASBE will be in charge of selecting recipients of the \$25,000 grants and work the Coleman Foundation to set policy regarding the grants program.

Joan Gillman, Executive Director of USASBE, Harold Welsch, and Gerry Hills of USASBE negotiated the agreement with Michael Hennessy of the Coleman Foundation. Scott Kunkel, USASBE president, commented that this is evidence of the respect that the Coleman Foundation has in USASBE. This will increase our growing stature as the premier entrepreneurship education

USASBE Budget for 2000

USASBE is a growing organization. We now have over 600 members. Our budget reflects that growth. The following information is provided to keep you informed of how your organization works. Note that the budget was approved at the San Antonio meeting and was done before the alliance with the Coleman Foundation was forged. The "actual" column is as of June 30, 2000.

REVENUE	BUDGET	ACTUAL
Memberships	\$34,125	\$38,156
Interest/Dividends	8,500	6,596
Coleman Admin.	18,000	9,000
Conference	<u>25,000</u>	<u>54,684</u>
TOTAL REVENUE	85,625	108,436
EXPENSES		
ICSB	\$13,125	\$ 6,572
ET&P	10,000	4,123
Postage	2,000	564
Printing	3,000	114
Phone	1,000	737
Supplies	1,000	93
Travel	6,000	4,062
Meeting/Fellows	1,500	0
Support Staff	42,600	21,300
Miscellaneous	500	965
Computer/Printer	<u>4,000</u>	<u>0</u>
TOTAL EXPENSES	\$84,725	\$38,530

Vote!

You should have already received your ballots for the USASBE election. This year there are competing nominees for most offices rather than a slate. Your vote will be important.

Liaison is published for the United States Association for Small Business and Entrepreneurship by the Turner Center for Entrepreneurship at Bradley University. Questions or comments regarding the newsletter should be directed to:
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Ball State University & Miami University to Host 2001 Enterprise Creation Competition

The Midwest Entrepreneurial Education Center at Ball State University and the Thomas C. Page Center for Entrepreneurship at Miami University will team up again to host the fourth annual Enterprise Creation Competition. The competition will be held at Miami University in Oxford, Ohio, March 23 and 24. One undergraduate team is allowed per university in the competition. A preliminary judging panel provided by Ernst & Young, LLP will evaluate all entries based on a written plan. Finalists from the

preliminary judging are invited to compete at Miami University. They will be evaluated on written and oral presentation. A team may consist of five members in the writing process of the plan, but only three members will be allowed to give the oral presentation.

The first place award will include a \$7,500 prize, while second and third place prizes will be \$3,500 and \$1,000 respectively. Last year the University of Manitoba finished first, with University of Arizona finishing second and San Diego State University third.

Sponsors for the competition include Beacon Venture Capital, Forsythe Solutions Group, Ernst & Young, LLP, and the NASDAQ Stock Market.

The Intent to Compete Form is due by January 1, 2001. Contact Don Kuratko at Ball State for more information.

Visit the USASBE web site at www.usasbe.org for more information.

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