

## Stake Your Claim in Reno

### From Frank Hoy, Program Chair

Join us in Reno January 17-20 for great programs at the premier conference promoting entrepreneurship and small business education.

Let me tell you some things about Reno. What a terrific place! It is a city that rolls out the red carpet for conferees in a region made for family fun.

The sun shines in Reno over 300 days per year. The mean high temperature in January is 45°. A 40-minute drive takes you to the ski resorts of Lake Tahoe.

Plan on casual clothes at the 2002 conference. Ski attire will be perfectly acceptable in meetings and out, although you might want to be a bit dressier at the shows in town. In the next few weeks, I will post on USASBE's website the names of some of the

entertainers performing at various Reno hotels in January 17 - 20. We plan to arrange for discount tickets to the National Auto Museum, National Bowling Stadium, and other points of interest. And they tell me you can play golf year 'round.

Our venue has changed since the first Call for Papers was mailed. The conference will be held at John Ascuaga's Nugget. The 1600-room hotel has two 29-story towers that feature sweeping views of the Sierra Nevada mountains and surrounding valley. The Celebrity Showroom provides top-name entertainment nightly.

Of course, I haven't forgotten the reason for our being in Reno: **USASBE 2002 – An Entrepreneurial Bonanza**. And quite a bonanza it will be! We will have outstanding speakers, both practitioners and academics. We

look forward to the latest forecasts and analyses from Dr. Sung Sohn, Chief Economic Officer for Wells Fargo and nationally syndicated columnist. Linda Burzynski, CEO of Computer Moms and past president of Molly Maids, will tell you how to be entrepreneurial in franchise creation.

John Sibley Butler will present the Coleman White Paper Lecture in 2002. John holds the Gale Chair in Entrepreneurship and Small Business in the McCombs School of Business at the University of Texas at Austin. Read more about John Butler on page 7.

The conference formally begins with a reception Thursday evening, January 17. There will be some pre-conference activities on Thursday that you can read about on the website. The conference concludes after lunch on Sunday, January 20.



## From Joan Winn, USASBE President

Those of you who attended USASBE's conference in San Antonio (February 2000) may recall Howard Stevenson's bold assertion that "Entrepreneurship has developed from a struggling marginal field of inquiry into the dynamic centerpiece of many business schools." Last February in Orlando, Dale Meyer emphasized the increasing need for professors with conceptual understanding, practical experience, and pedagogical expertise. So on the one hand, entrepreneurship is hot stuff on campus, and on the other hand, we're doing it badly.



Regardless of where the truth lies, our work is clearly important and the task before us is enormous. I hope you are as eager as I am for USASBE's Entrepreneurial Bonanza in Reno, Nevada, where the top scholars and educators in our field will share new insights and provoke scholarly debate. Our 2002 Coleman White Paper will be delivered by John Sibley Butler, Gale Chair in Small Business and Entrepreneurship and A.J. Douglass Centennial Professor in Entrepreneurship and Small Business at the University of Texas at Austin.

Who are we? USASBE members are dedicated and talented entrepreneurship educators, program directors, researchers, and practitioners who meet once a year at what is arguably the most exciting and innovative entrepreneurship education conference in the country.

Thanks to the Coleman Foundation scholarship program, our conference attendance has more than doubled in the last four years, from 261 in 1998 to a record 526 in Orlando. Funding from the Coleman Foundation, the Kauffman Center for Entrepreneurial Leadership, and the Lawrence N. Field Center for Entrepreneurship and Small Business enables us to bring in internationally recognized speakers for our plenary sessions. The Coleman Foundation, *Entrepreneurship Theory & Practice*, *Journal of Developmental Entrepreneurship*, and the National Business Association contribute over \$3,000 each year in awards for outstanding research papers and workshop presentations. Last year in Orlando, Michael Hennessy and John Hughes gave over \$100,000 in small entrepreneurship grants to educators from small schools, with the promise of conducting a similar session of "elevator-talk" awards at our conference next year in Reno.

USASBE's executive officers never sleep! We have been actively exploring ways to improve our organization's ability to serve our members through new program development, alliances

with other entrepreneurship organizations and agencies, scholarly exchange of research and teaching materials, and networking opportunities for educators and entrepreneurs. Last year's constitutional amendment initiative from the Strategic Planning Committee has resulted in a revised organizational structure with two new officer positions to help us carry out our mission more effectively.

Behind the scenes, USASBE's central office facilitated the review process for over 150 Entrepreneurship Awareness and Education Grant proposals for the Coleman Foundation and the John E. and Jeanne T. Hughes Foundation this year. The George Washington University has helped us streamline our membership and conference registration with online forms linked to our website.

This year USASBE's membership reached 734, and we hope to grow 10% each year. Please invite your colleagues to become members of USASBE and join us at the Nugget in Reno for our annual conference this January. I encourage you to become involved in program planning and decision-making through one or more of USASBE's eight divisions. The Division VPs and program chairs are eager to have your input and, of course, your submissions for next year's conference. Thank you for making USASBE the premier professional association for collegiate entrepreneurship education in the United States.

Joan Winn  
USASBE President



*Lobby of John Ascuaga's Nugget*

## Elevator Talks To Be Repeated

One of the highlights of the Orlando conference was the Small Grant Entrepreneurship Funding: The Three-Minute Elevator Presentations, which provided participants from small schools an opportunity to present new or expanding entrepreneurship education programs to the principals of the Hughes and Coleman Foundations. Plans are already in the works for Round 2 in Reno.

Applicants for the elevator talks were encouraged to prepare a brief outline and short, informal oral presentation that could be presented and discussed within a five-minute period.

Most of the ideas received immediate approval for funding during the sessions. Grants typically ranged from \$1,000 to \$5,000. A total of \$105,000 was granted during the sessions.

John Hughes is the founder and president of the John E. and Jeanne T. Hughes Charitable Foundation and board chair of the Coleman Foundation. Michael Hennessy is president of the Coleman Foundation and a vice-president of the Hughes Foundation. Members of the Coleman Foundation board of directors and staff also participated in the proposal review.

Even those who attended but didn't go for funding found the session very useful as it stimulated ideas for projects they could undertake in their respective institutions. Watch for more information as it develops on the USASBE web site ([www.usasbe.org](http://www.usasbe.org)).

## Coleman Scholarships Offered Again

It won't cover your cost of visit to blackjack tables, but the Coleman Foundation's generosity will again underwrite part of participants' expenses in attending the Reno convention. As it has in the past, the foundation will reimburse part of the expenses for first-, second-, and third-year attendees. More information will be provided on the scholarships at a later date. Check the USASBE website for more information.

**Don't Forget the August 1 deadline for papers and workshop proposals.**

## Division Domain Statements Developed

Each of the professional divisions were asked to develop a domain statement to better clarify who they are and how they relate to other divisions. You may find this information useful as you decide which divisions to join and also where to target the papers submitted to USASBE for the annual meetings.

Due to space limitations, some details are omitted below. Full discussion of priorities and plans can be found on the USASBE website.

### **Entrepreneurship Education**

The mission of the Entrepreneurship Education Division is to encourage, support, and celebrate excellence in entrepreneurship education with respect to all types of educational activities, at all levels of learning, and in all types of forums and organizations. This includes excellence in course and curriculum design, in the design and production of teaching materials, and in educational pedagogy. It also includes, but is not limited to, undergraduate education, graduate education, and education for adults and practitioners of all ages. And it includes, but is not limited to, colleges and universities, companies, government agencies, and other types of not-for-profit organizations.

### **Individual Entrepreneurship**

The mission of the individual entrepreneurship division is to encourage understanding,

research, and teaching about the independent entrepreneur and the entrepreneurial firm. The focus of this division is the journey of the founding entrepreneur or entrepreneurial team from activities leading to new venture initiation through the establishment of a sustainable business entity.

### **Entrepreneurship in the Arts**

The mission of the Entrepreneurship in the Arts Division is to promote awareness, interest, and investment in arts entrepreneurship. Arts entrepreneurs are those individuals who create business opportunities or who become self-employed in the arts.

The division's focus is to bring knowledge of arts entrepreneurship to practitioners, artists, arts students, and educators to enhance the ability to successfully assess and meet the needs of the field.

### **Family Business**

The mission of the Family Business Division is to promote awareness and understanding of family business in both the academic and professional service sectors. Family businesses are defined as those whose strategic and tactical decisions are significantly influenced by the core values of the business-owning family(ies). The division's focus is on the dissemination of knowledge through academic research and teaching, the development of "best practices" for professionals within

the field, and the ongoing education, networking, and recognition of family business program directors in an effort to ensure the continued growth and success of their centers.

### **Corporate Entrepreneurship**

The primary function of the Corporate Entrepreneurship Division is to increase awareness among the USASBE membership and academic and business worlds of the importance of corporate entrepreneurship. The division identifies and interacts with firms that actively support corporate entrepreneurship activities, seeks input and assistance from foundations and academic organizations that actively support corporate entrepreneurship, and publicizes these activities through the division programs in annual meetings and relevant publications.

### **International Entrepreneurship**

The domain of the International Entrepreneurship Division is all issues dealing with small business and entrepreneurship across one or more national borders. In particular, the International Division is dedicated to:

- Promoting and facilitating scholarly contacts between members of USASBE and scholars outside of the United States;
- Encouraging and coordinating international programs and opportunities for the exchange of scholars and the furtherance of comparative research;

- Organizing, promoting, and conducting workshops, symposia, and paper and presentations at the annual USASBE conferences that focus on international issues affecting small business and entrepreneurship; and
- Providing a forum for sharing of “best practices,” emerging technologies, and special topics emerging from the membership.

### Minority and Women

The Minority and Women Division seeks to address issues related to diversity as they impact entrepreneurship and small business management. Topics include theoretical and practical applications involving gender, race, and ethnicity. As the global business landscape becomes increasingly multicultural and interconnected, the many faces of the entrepreneur influence entrepreneurial process and content. The division provides a forum for discussion about teaching, research, case studies, and real world situations regarding diversity, entrepreneurship, and small business management in the 21st century.

### Small Business

The Small Business Division is dedicated to increasing the quality of the teaching, research, counseling, and practice relating to the ongoing operations of smaller firms. Another strategic thrust is to blend theoretical/research with applied entrepreneurship.

## Constitution Amendments Passed

Thanks to all of you who voted on the amendments to the Constitution and By-Laws that were proposed by the USASBE Board.

The amendments were overwhelmingly approved by the membership by paper ballots returned to the USASBE central office under the terms of the existing Constitution for amendments to the Constitution and By-Laws. As a result of the approval of the amendments to the Constitution and By-Laws, two new officer positions will be elected this year (Sr. VP - Operations and Sr. VP - Divisions) and the new organization structure will go into effect at the January 2002 membership meeting.

## Call for Nominations

This fall we will hold the election for officers who will take office at the January 2002 USASBE national conference in Reno. We need at least two nominees for each of the following six positions to be filled this year.

- Sr. Vice President - Divisions: serves a one-year term and oversees and coordinates the activities of the Division VPs. (This is a new position this year.)
- Sr. Vice President - Operations: serves a one-year term and oversees and coordinates the activities of the functional VPs, including the VPs for Finance, Membership, Publications,

Development, Research, the Historian, and the ICSB Liaison. (This is a new position this year.)

- Vice President Elect - Programs: serves as assistant Program Chair for the 2003 program and will become the Sr. Vice President - Programs and Program Chair for the 2004 conference.
- Vice President - Finance: serves a two-year term and oversees and coordinates activities of the external accountant and the central office staff regarding the finances of USASBE.
- Vice President - Membership: serves a two-year term and oversees and coordinates efforts at building membership.
- Vice President - Publications: serves a two-year term and oversees and coordinates the activities of the Webmaster and the Newsletter Editor.

## Call for Proposals For JSBM Editor

The ICSB is issuing a call for proposals for the *Journal of Small Business Management* editorial office and editor. Details of the RFP can be obtained from the JSBM website ([www.jsbm.org](http://www.jsbm.org)) or from Chuck Matthews, ICSB's Senior VP Research and Publications ([charles.matthews@uc.edu](mailto:charles.matthews@uc.edu)). All proposals will be due November 15, 2001. The new editorial office and editor will be announced in January 2002.

## Entrepreneurship Awareness and Education Grant Winners Announced

Thanks to the Coleman Foundation, the following schools have been awarded grants to support new initiatives in entrepreneurship. (Project director names are in parentheses.)

**Dakota State University (Rick Christoph)**

Create an Information Technology Entrepreneurship minor

**Duquesne University (Suhail Abboushi and Mary McKinney)**

Create an Entrepreneurship program for non-business majors

**The George Washington University (Erik Winslow and George Solomon)**

Complete a certificate program, "Training Tomorrow's Entrepreneurs," in cooperation with DECA

**Loyola University New Orleans (J. Patrick O'Brien)**

Develop a distance-learning Certificate Program in Music Business Entrepreneurship for non-degree-seeking professionals and develop a minor in Entrepreneurship for non-business majors.

**University of Massachusetts at Amherst ( James M. Theroux)**

Develop a course called the online case method for teaching high-tech entrepreneurship in distance locations

**The University of Tennessee-Knoxville (Fred D. Tompkins)**

Develop a graduate-level program called Techno-preneurial Leadership Center in collaboration with Oak Ridge National Laboratory

**Clarkson University (Timothy Sugrue and Marc Compeau)**

Create a student living/learning entrepreneurial program, a hands-on teaching component pairing students and community entrepreneurial partners, and an alumni continuing entrepreneurial education program

**Greenville Technical College (Carol Henderson)**

Expand the Institute for Entrepreneurial Studies (IES) by providing the supplemental funds necessary for enhancement of the program's strategic marketing plan

**Iowa State University (Nolan Hartwig and Donald Draper)**

Develop a course in entrepreneurship for veterinarians and veterinary students that will be offered nationwide via the Internet

**MiraCosta College (Carole Enmark)**

Offer an eight-week entrepreneurial series specifically designed with the visual artist, performing artist, writer, composer, and other artists in mind

**Northeastern University (John Friar, Marc Meyer, Francis Di Bella)**

Create an interdisciplinary curriculum that culminates in a required senior year activity: the Entrepreneurial Capstone Design Course in which students from three colleges at the university will work together as teams on specific projects

**Temple University (Monica Zimmerman and Betsy Leebron)**

Develop a collaborative cross-disciplinary approach to entrepreneurship education highlighting arts, entertaining, and leisure

**University of Cincinnati (Charles H. Matthews)**

Establish, strengthen, and sustain formal links between the CBA and CoE designed to facilitate student-based new venture creation by linking ideas (engineering venture course) and action (new venture business plan courses)

**University of Hawaii (Shirley Daniel)**

Implement a cross-curriculum entrepreneurship program for students in science and technology fields

**The University of Iowa (David Hensley and Dawn Bowlus)**

Develop a customized entrepreneurship curriculum in the areas of agriculture, software and information technology, and engineering (new product development)

**The University of Notre Dame (James H. Davis)**

Partner with the City of South Bend, Indiana, the South Bend Northeast Neighborhood Association, and local church leaders to revitalize a neighborhood contiguous to the campus. Key to this revitalization is new business creation within the neighborhood

*(Continued on Page 7)*

## John Butler to give Coleman White Paper Lecture



The Coleman White Paper for the Reno Conference will be John Sybley Butler. John Butler is the Gale Chair in Small Business and Entrepreneurship and the Arthur James Douglass Centennial Professor in Entrepreneurship and Small Business at the University of Texas-Austin. He is also chair of the Management Department at UT-Austin.

Butler received his Ph.D. from Northwestern in 1974. He has written numerous articles and books. He has done research on the sociology of new ventures, minority entrepreneurship, black leadership, and the ethnic community as a natural business incubator. His current work includes "Born and bred in Texas: Three generations of successful black women." He has received grants from the Kauffman Foundation, the Rockefeller Foundation, the Donner Foundation, and the National Science Foundation. He is on the editorial board of the *Journal of Developmental Entrepreneurship* and is editor of the *National Journal of Sociology*. Butler is a decorated Vietnam veteran who is frequently quoted in the national press and has appeared on the CBS Nightly News, the Jim Lehrer News Hour and numerous talk shows. He will help us understand the role of entrepreneurship in creating and maintaining the "technopolis."

(Continued from Page 6)

### The University of Wisconsin-Madison (Ted Baker)

Develop an integrated system of applied educational, support, and network building designed to encourage women who own small, established businesses in southcentral Wisconsin to use formal advisory panels to enhance the growth, profitability, and overall success of their businesses.

Check the USASBE website for details regarding the next round of EAEG funding from the Coleman Foundation.

**Liaison** is published for the United States Association for Small Business and Entrepreneurship by the Robert and Carolyn Turner Center for Entrepreneurship at Bradley University. Questions or comments regarding the newsletter should be directed to:

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## Visit the USASBE web site at [www.usasbe.org](http://www.usasbe.org)

Nearly every article in the newsletter has referred you to the USASBE website for more information. The website is packed with information, including information on:

- The Reno Conference
- Reno
- Coleman Scholarships
- EAEG Grants
- Previous Newsletters
- Divisions and Interest Groups
- Links to Entrepreneurship Resources
- Related Organizations
- Much more

# LAST CALL FOR PAPERS

## 2002 USASBE Conference

January 17-20, 2002  
John Ascuaga's Nugget  
Reno, Nevada

### Deadline for Submissions:

August 1, 2001

You are invited to submit a paper or a proposal for a case study, workshop, or symposium dealing directly or indirectly with any of the following topics:

Entrepreneurship Education  
Individual Entrepreneurship  
Corporate Entrepreneurship  
Minority and Women Entrepreneurship  
Small Business  
Family Business  
International Entrepreneurship  
Entrepreneurship in the Arts  
Other topics of interest to USASBE.

Electronic submissions are encouraged. Submit papers to:

Patricia Roberson-Saunders  
Howard University  
School of Business  
2600 Sixth Street, N.W.  
Washington, D.C. 20059  
(202) 806-1530  
proberson-saund@fac.howard.edu

Send your proposals for workshops and panels to:

Michael Morris  
Miami University  
Richard T. Farmer School of  
Business Administration  
500 East High Street  
Oxford, OH 45056-9978  
(513) 529-3631  
morrism@muohio.edu

For more information about the conference, contact:

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