

United States Association

LIASON

for Small Business and Entrepreneurship

U.S. Affiliate of the International Council for Small Business

Fall 2002

Volume 13 No 3

The Entrepreneurial Journey Begins at Hilton Head

Make your plans, get your reservations, and point your compass to Hilton Head Island, South Carolina, for the 2003 USASBE annual conference. Program chair Chuck Matthews has developed an outstanding program at one of the premier ocean front destinations on the U.S. eastern seaboard. The conference runs January 23-25, 2003 with the pre-conference and opening reception on Wednesday, January 22. It includes competitive papers, workshops, golf, a tour of Gulfstream Aerospace; a trip to nearby Savannah, Georgia for an evening along the waterfront; and a Meet the Author Dessert Reception sponsored by Southwestern Publishing aboard the Savannah Queen river boat.

In addition to a solid line-up of plenary speakers and conference activities, we have a full slate of outstanding paper and workshop sessions that will be presented. All

in all, we have nearly ninety 75-minute breakout sessions planned – 45 workshops, 22 paper sessions, 17 Coleman Track sessions, and five award track sessions.

Keynote speakers for the conference include Dr. Kevin Learned, President of Albertson College of Idaho; Dr. Jeffrey A. Timmons of Babson College; Robert Ezrapour of Artimus Construction; and Kay Koplovitz of USA Networks. See the accompanying article on page 2 for details on the speakers.

Pre-conference workshops will be conducted by the Minority and Women Division, the Direct Selling Education Foundation, the Family

Business Division, and the Experiential Learning interest area. The opening reception will be hosted by Rowan University. The Coleman Foundation will again sponsor its famed “Elevator talks” to make grants for entrepreneurship education programs to small and medium sized colleges and universities in the U.S.

This year’s conference committee includes Chuck Matthews, program chair; Mary Wilson Callahan, workshop chair; Cathy Cotleur, competitive papers chair; Pat Dickson, Proceedings editor; Susan Duffy, exhibits; Stan Mandel and Jeff Cornwall, golf outing co-chairs; Howard Van Auken, spouse’s pro-

gram chair; and Jean von Allmen and Joan Gillman, arrangements. For more information or registration information, please visit www.usasbe.org.



Keynote Speakers

Dr. Jeffrey A. Timmons will deliver this year's Coleman White Paper address. Dr. Timmons is the Franklin W. Olin Distinguished Professor of



Entrepreneurship and Director, Price-Babson College Fellows Program, at Babson College. Since the late 1960s, Jeffrey A. Timmons has been one of the pioneers

in the development of entrepreneurship education and research in America. He is recognized as a leading authority internationally for his research, innovative curriculum development, and teaching in entrepreneurship, new ventures, entrepreneurial finance, and venture capital.

Dr. Kevin Learned became the 10th president of Albertson College of Idaho on July 1, 1999. At Albertson College, Learned is overseeing the implementation of a five-year strategic plan that



builds on the academic strength of the institution by creating opportunities for more internships, better career guidance, new study abroad programs, and technology in the curriculum. He has overseen a \$1.7 million infusion of

investment in computer software, hardware, and infrastructure improvements and transformed the college into a "wireless campus." An active member of USASBE, Learned has been especially involved in international education.

Robert Ezrapour is a highly successful entrepreneur who came to the United States as an Iranian immigrant and became an American success story. Mr.



Ezrapour, founder of Artimus Construction Inc., has built affordable housing in Harlem and Washington Heights. He received his MBA from the Univer-

sity of Chicago in International Finance. He has experience with American Express International Banking Corporation in the Middle East Africa Desk. From 1982 to 1986 he owned Community Traders International, an import/export company of textiles and electronics.

Kay Koplovitz is the founder of USA Networks and the first woman network president in television history. A pioneer in cable television networks and new media ventures, she is a visionary woman who led the emergence of cable television to challenge the broadcast networks for coveted audiences. She continues to be a

visionary in raising venture capital for women entrepreneurs and in launching new programming companies that challenge the frontiers of the digital age. She is the author of, *Bold*



Women, Big Ideas (2002), which she wrote to inform and inspire women entrepreneurs to create

wealth through equity. Through her company, Koplovitz & Company, she provides media advisory services to major corporations, sports organizations, advertisers, and distributors and makes investments in early- and mid-stage companies in media and high-growth sectors.



Navigate to the Future

USASBE Redesigns its Website

USASBE's newly redesigned Web site goes live in January 2003. USASBE.org aims to extend the reach of all the USASBE programs by serving a broad audience of educators, professionals, and members of the general public interested in entrepreneurship and small business, education, research, and scholarship. The new Web site features the following:

- A knowledge resource section that will maintain and enhance USASBE's current position as a source of knowledge sharing and innovation in the area of entrepreneurship and small business.
- An online database system that enables USASBE members to retrieve articles and presentations on entrepreneurship, small business, and family business.
- A personalized membership page (My Profile) on which members can view their membership status, their paper submissions, and their latest division news.
- An on-line registration system for upcoming USASBE conferences.
- A "What's New" section for the latest USASBE news and announcements.

The redesign incorporates bold colors and graphics with completely new navigational tools and updated brand identity. "This new design was created specifically for the online audience of both general visitors and entrepreneurship educators," says project manager Daphna Kalman. "Combining

the latest in web technologies with current and relevant content, the USASBE site aims to be more accessible to a broader audience of all ages and backgrounds."

The firm 9th Insight was selected after an extensive RFP process that spanned various firms from across the U.S. 9th Insight (www.9th.com) clients include the World Bank, International Monetary Fund, Discovery Communications Inc., The Smithsonian Institution, and The Cohen Group (former Secretary of State William S. Cohen).

Brockhauses Host Mentoring Sessions

Ten entrepreneurship educators and several senior entrepreneurship faculty members met at the Colorado home of Joyce and Bob Brockhaus to develop their entrepreneurship teaching expertise. The Coleman Foundation sponsored the four-day seminar for ten entrepreneurship faculty members selected from over 50 nominees. The faculty nominated had to have taught a minimum of five years, be active in entrepreneurship associations such as USASBE, and have a solid publication record. The ten received mentoring during the program from senior entrepreneurship faculty.

Junior faculty members attending the mentoring session included Pat H. Dickson, Georgia Institute of Technology; William Minnis, Eastern Illinois University; Thaddeus McEwen, North Carolina Agricultural & Technical State University; Matthew Rutherford, Gonzaga University; Rod Shrader, University of Illinois at Chicago; Mark Simon, Oakland University; Elisabeth J. Teal, Baylor University; Michael Wakefield, University of Southern Colorado; Joette M. Wisnieski, Indiana University of Pennsylvania; and Monica A. Zimmerman, Temple University.

Other senior faculty joining them were Frank Hoy, Alex Stewart, Don Kuratko, Diane Welsh, Jerry Gustenson, and Jamal Husain.

The junior and senior faculty will make presentations about the seminar at the Hilton Head USASBE conference. In June 2003, another seminar will be held at the Brockhaus home. Interested junior faculty should contact Bob Brockhaus at www.brockhau@slu.edu.

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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South-Western to Host Reception

An addition to the activities this year is a reception on Friday evening. Thanks to the generosity of South-Western College Publishing, we will enjoy a "Meet the Author Dessert Reception" aboard the Savannah Queen River Boat on the Savannah River Waterfront.

This event should be enjoyable and relaxing for all.



USASBE 2003 Navigate to the Future

Hilton Head Island,
South Carolina
January 23-25,2003

Register on-line at
www.usasbe.org

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