

## *Ya'll Come on Down*

If you haven't already made plans to come to Dallas in January for the 2004 USASBE national conference, now is certainly the time to do it. The Conference: Deep in the Heart of Entrepreneurship Texas will be at the Westin Galleria in Dallas from January 15 to 18, 2004 with pre-conference activities on the 14th. Dianne Welsh and her crew have developed an excellent program for the conference. A total of 68 papers and 52 workshops

have been accepted for inclusion in the program. Keynote speakers include two successful entrepreneurs: Jerry Murphy of Murphy's Oil Soap and Rebecca Ryan of Next Generation Consulting. Jerry will tell the story of the development of Murphy's Oil Soap.

The Coleman Foundation will offer its traditional 3-minute elevator presentations in which small school entrepreneurship faculty can request funds

to develop their programs. A number of awards will be given including awards by the Entrepreneurship Education Division in several entrepreneurship education categories.

Not everything is work-related at the conference. See the article from Jeff Cornwall about the golf outings his group has arranged. There is also a trip to Mary Kay Cosmetics sponsored by the Direct Selling Educational Foundation. And there are receptions and excursions to offer opportunities for casual interaction with colleagues while feasting on food provided.



**USASBE 2004**  
**Deep in the Heart of**  
**Entrepreneurship Texas**  
**Westin Galleria Dallas**  
**January 14-18, 2004**

## *From the President*

There are many reasons why people join and continue to belong to USASBE. For me, a deciding factor was our affiliation with the International Council for Small Business. In the 1980s, a European friend and colleague wrote a critique of an article I had co-authored. She observed that we had proposed some interesting and intuitively appealing concepts, but that our view was provincial. We had ignored important contributions from scholars outside of North America. Her criticism was accurate and embarrassingly obvious. As a result, I began reviewing entrepreneurship and other business literatures from around the world. I also sought networks through which I could interact with colleagues from many nations. The ICSB filled that bill.

A defining moment in world history in my professional lifetime was the collapse of the Soviet Union. Throughout the globe, government officials, business leaders and academics awoke to the failure of the Soviet version of Communism. To build or restructure their economies,

lesser-developed countries and emerging democracies looked to the United States as a model for encouraging venture creation and growth. Economic development specialists determined that new and small businesses were, as we know, engines of innovation and job creation. Just as importantly, they foresaw a healthy small business sector as a means to foster the formation of a middle class. Suddenly, American entrepreneurship educators and our partners in the Small Business Administration and other support programs were in worldwide demand.

The political changes, combined with advances in technology and communication, have made it clear to us all that the global economy is a reality. Today all business education must be international education. All economic development programs must take into account global competition and global opportunities. As members of USASBE, we have an obligation to be informed and, if possible, to be experienced in international entrepreneurship and small business. As members of ICSB, we have the network to acquire that information and experience.

Take advantage of the full package USASBE offers you. Come to our annual meeting in Dallas in January and get to know members of other ICSB affiliates who will be in attendance. The board of directors of ICSB holds a mid-winter meeting in conjunction with ours. You will have the chance to meet the leaders in small business and entrepreneurship development policy, practice, research and education from many countries.

And mark your calendars for the 2005 ICSB Conference. USASBE is hosting this celebratory event. ICSB members will gather in Washington, D.C. for the 50<sup>th</sup> anniversary of the founding of our parent organization. In this era of tight budgets, it is not too early to begin your planning so that you will be able to be present June 15-18, 2005. Jeff Cornwall, Vice President for Special Programs, and his team are hard at work to make sure the Conference is the capstone we expect to our 50-year history. Keep checking the USASBE website for more announcements.

See you in Dallas!

*Frank Hoy*

*Liaison* is published for USASBE by the Robert and Carolyn Turner Center for Entrepreneurship at Bradley University. Questions or comments regarding the newsletter should be directed to: Fred L. Fry, Editor, Foster College of Business Administration, Bradley University, Peoria, IL 61625. e-mail [ffry@bradley.edu](mailto:ffry@bradley.edu)

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

## *From the Program Chair*

Get excited! The 18<sup>th</sup> Annual USASBE Conference, “Deep in the Heart of *Entrepreneurship* Texas!” is almost here! Our committee is looking forward to seeing all of you in Dallas! We have worked long and hard to bring you this conference, which reflects our vision: to be *the* premier entrepreneurship education association.

We fully intend for this conference, as the slogan goes, “**to be all it can be.**” We hope the final result of the conference will be entrepreneurship efforts that truly make a difference. To this end, the pre-and post-conference sessions have been considerably expanded this year. DSEF is sponsoring an on-site visit to Mary Kay, Inc. for pre-registrants, and the Collegiate Entrepreneurs Organization (CEO), Students in Free Enterprise (SIFE), and the Global Student Entrepreneur Awards (GSEA) are hosting a seminar on experiential student organizations and opportunities. There are also special welcoming events for our new members.

Our keynote speakers include Donald Kuratko, Stoops Distinguished Professor at Ball State University, who will present the Coleman White Paper, “Entrepreneurship Education in the 21<sup>st</sup> Century: From Legitimization to Leadership.” In addition, Jerry Murphy, CEO of JTM Products,

will deliver his story of “Murphy’s Oil Soap: A Family Business Success;” Robert Chernow, Sr. Vice President of Entrepreneurship, The Kauffman Foundation, will present “The Entrepreneurial Landscape: What’s Next?” and Rev. Robert Sirico, President of the Acton Institute, will address “The Worthy Calling of the Entrepreneur.” On Sunday, Rebecca Ryan, President, Next Generation Consulting, will tell us about the “Next Generation Entrepreneurs: How They Think, Act, and Smell,” and David Minor, William Dickey Entrepreneur in Residence and Director, The Center for Entrepreneurial Studies at Texas Christian University, will explain, “How We Built the TCU Entrepreneurship Program, Three Years from Zero to a National Ranking.” Please check out our USASBE website ([www.usasbe.org](http://www.usasbe.org)) for the full plenary agenda and conference schedule, subject to minor changes.

No USASBE meeting would be complete without lassoing you to our special events, including Southwestern Publisher’s Circle R Ranch Social Event on Saturday night and a fun-filled opening reception sponsored by Rowan University and Texas Christian University. We are offering a spouse’s program to the quaint town of Grapevine and some golf outings before and after the conference. So round up your boots and put those Western clothes

on your holiday list! We are going to have a galloping good time in Dallas!

*Dianne Welsh*

## *2000 - Fore!*

Greetings to golfers attending the 2004 USASBE Conference. We would like to invite all of you to participate in the Second Annual USASBE Golf Outing. Do not miss the opportunity to play on two great courses in Dallas: Prestonwood and The Tribute Golf Links.

Combine fellowship and education with pleasure by participating in one or two great golfing opportunities:

**Prestonwood.** 18 holes with tee times between 12:00 and 1:00 PM, Thursday, January 15. Cost is \$79 for green fee and cart.

**The Tribute Golf Links.** 9 holes at 1:30 PM, Sunday, January 18. Cost is \$55 for green fee and cart.

We will develop the format once we know how many will participate. Dress code and non-metal spike rules are enforced. Please email Jeff Cornwall at [cornwallj@mail.belmont.edu](mailto:cornwallj@mail.belmont.edu) immediately to indicate your interest. Include your name and handicap or average 18-hole score. Due to minimum guarantee, we will need your credit card or monetary commitment prior to December 19, 2003.

## *Enjoy the Ambience*

The venue for 2004 is the beautiful Westin Galleria Dallas. Located within the impressive Galleria, “a city under glass,” the Westin Galleria Dallas offers instant access to more than 200 exclusive shops, restaurants and entertainment options, including two day spas. Or saunter on down to Saks Fifth Avenue or spend your Christmas cash at Tiffany & Company.



### **Important Notice**

The Westin Galleria is now sold out. The overflow hotel is the Hilton at Lincoln Center. We can still get the conference rate of \$89 a night. Call the Hilton reservation number, 1-800-245-3304 or their direct line, 1-972-934-8400. There will be a shuttle between the Hilton at Lincoln Center and the Westin Galleria.

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