

## GREETINGS FROM THE PRESIDENT

**Michael H. Morris, Ph.D.**

President, USASBE  
Professor and N. Malone Mitchell Chair  
of Entrepreneurship  
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These are difficult days, especially for universities and colleges. At USASBE, we have dedicated ourselves not to doing less, but in fact to finding ways to create *more* value for our members. In the months ahead, you will see our updated and improved Syllabus Exchange, an enhanced USASBE Career Center, an updated Innovations in Entrepreneurship Education, the launch of a exciting new look and feel for the USASBE website, the availability of a new video library and helpful websites for entrepreneurship educators, and more. We also have planned a number of exciting new features surrounding the **2010 USASBE Annual Conference**, including a new Developmental Papers track, enhancement of the highly successful Pillars Sessions from this past conference, continuous enhancement of the USASBE Doctoral Consortium, another Celebration of Excellence party, and some pretty special keynoters. More exciting news about the conference will be coming, but I hope you are working on papers, workshops and cases for submission this year. The annual best practice awards in entrepreneurship education will also be bigger and better than ever.

At the same time, these difficult times have taken their toll in other ways. Economic exigencies at Florida Atlantic University have led us to make some changes with regard to moving the USASBE Central Office. Sadly, the developments will also result in some personnel changes. After three years of yeoman service in transitioning USASBE from its many years at the University of Wisconsin to our home in Florida, and helping to steward many very critical but often less visible changes in our organization, Roger Alderman will be stepping down as Executive Director on June 30. Roger has been a difference-maker, bringing a steady hand, and infusing professionalism in all that he has done. And he has been a good friend and colleague to so many of us. We will miss him and I hope you will convey your good wishes to Roger. And at Roger's right-hand has been the wonderful Daphne Isaacs. She has been a breath of fresh air with her friendly and helpful ways, and her conscientious attention to detail. Unfortunately, Daphne is geographically constrained, and so must remain in South Florida. She will also be with us through June 30.

So we are in the midst of a transition. And in every challenge lies opportunity. I am pleased to announce that the new USASBE home will be at Belmont University in Nashville (also the venue for the 2010 Annual USASBE Conference). We looked at a number of possible interim sites, and believe this to be an outstanding option. Our Interim Executive Director will be Ms. Becky Gann, who has been involved with

USASBE for a number of years and knows us well. Becky is well-qualified, with high energy, and a lot of new ideas. This interim stage will take us through early 2011. By then we will have selected a permanent site.

Roger and Daphne will continue to hold down the fort at FAU, and are managing the transition of all our operations, records, financial activities, and so forth, and they will continue to handle inquiries and serve our members from Boca Raton through June 30. So please feel to contact them there should you have questions or needs. However, as of June 1, our official mailing address and contact details will become:

**USASBE**

**Belmont University**  
**1900 Belmont Boulevard**  
**Nashville, TN 37212-3757**  
**Phone:** 615.460.2615; **Fax:** 615.460.2614  
**Email:** [USASBE@belmont.edu](mailto:USASBE@belmont.edu)

So we will have a month of overlap as we complete the transition. As of June 1, Becky's email will be [becky.gann@belmont.edu](mailto:becky.gann@belmont.edu). I know she is looking forward to working with each of you, and to helping to further advance USASBE as the premier academic organization serving the discipline of entrepreneurship.

**USASBE 2010 Conference**  
**Jan 14-17, 2010 Nashville, Tennessee**  
**Call for Papers**



**Conference Theme:** *Entrepreneurship . . . A Time to Sing a New Tune*

**Conference Location**

**Renaissance Nashville Hotel & Resort**  
**611 Commerce Street, Nashville, Tennessee,**  
**United States 37203**  
**Tel: 615-255-8400 Fax: 615-255-8282**

**Deadlines and Acceptance Dates**

**Submission Deadline: August 25, 2009**  
**Acceptance Notice Date: October 29, 2009**  
**Final Submission for Proceedings: November 29, 2009**

**New for 2010 - Developmental Papers and Cases Tracks**

Obtain feedback from colleagues on your early stage papers and cases through the new developmental tracks.

**Membership Information**

For USASBE membership information contact: Becky Gann, USASBE Interim Executive Director at [becky.gann@belmont.edu](mailto:becky.gann@belmont.edu) or Timothy Hatten, USASBE Vice President of Marketing and Membership at [thatten@mesastate.edu](mailto:thatten@mesastate.edu). Or, join online at [USASBE.org](http://USASBE.org).

**Want to Volunteer?**

Individuals who wish to serve as reviewers, session chairs, discussants, and facilitators should send requests detailing specific role(s) and for what division (s)/track(s) via email by September 1, 2009 to: William Jackson, Program Chair, at [wtj@stpt.usf.edu](mailto:wjtj@stpt.usf.edu).

**Want To Sponsor or Exhibit?**

If you are interested in becoming a sponsor or an exhibitor for USASBE 2010, please contact Becky Gann, USASBE Interim Executive Director at



becky.gann@belmont.edu.

**Conference Contacts**

Program Chair: William Jackson, wtj@stpt.usf.edu

Competitive Papers Chair: Jeretta Horn Nord, jeretta.nord@okstate.edu

Competitive Workshops Chair: Robert D’Intino, dintino@rowan.edu

Competitive Cases Chair: Mark Schenkel, mark.schenkel@belmont.edu

Pre-conference Chair: George Vozikis, gvozikis@csufresno.edu

Proceedings Editor: Ethne Swartz, swartz@fdu.edu

**Submission Requirements**

All papers, workshops and cases must be submitted through the online submission (opens June 15, 2009) system at [usasbe.org](http://usasbe.org).

## Syllabus Exchange – Refreshed & Re-launched

By Dr. Ethné Swartz

Going back to basics is de rigeur these days, with the new First Lady providing leadership by planting a vegetable garden. As entrepreneurship educators and practitioners, our seeds come in the form of content in our syllabi. So, we are extremely excited to invite you to an area on the USASBE Web site where you may find such ‘seeds’ for the purpose of enhancing your efforts in the class room.

The refreshed USASBE Syllabus Exchange can be found at the following URL: <https://usasbe.org/knowledge/syllabus/>. It has undergone a spring clean and we are eager for you to see the net result. So, navigate to the new exchange and make use of the wonderful content that fellow USASBE colleagues have contributed. And, pay forward if you have at all benefited from the content that others have generously shared in the past by contributing your own syllabi to the database. If you wish to do so, please forward your syllabi, in Word format, to me at [swartz@fdu.edu](mailto:swartz@fdu.edu) after you have looked at the guidelines that we provide on the site. If you have any questions about the process, please feel free to contact me via email or telephone.



Of course, as we move forward with this, a big thanks to Michael Morris for his efforts in initiating this and Minet Schindehutte for maintaining this in the past. We are building on a vision that they had a few years ago. In these trying economic times, let us remember that entrepreneurs pull through by judicious planting!

I look forward to hearing from you!

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## Family Business Interest Group Opportunities

By Sharon M. Danes, Chair

Your 2009 leadership team is Sharon M. Danes, University of Minnesota, Chair, Roland Kidwell, University of Wyoming, Vice-Chair, and Ritch Sorenson, University of St. Thomas, Past-Chair. They have established four goals for the year. Check out the Family Business Interest Group page as part of the USASBE website to read what they are; there is also a list of Interest Group members there. Our communication in this newsletter includes a teaching, publication, and research opportunity.



### Teaching Opportunity

Two of the 2009 Family Interest Group goals focus on teaching. USASBE has a Syllabus Exchange and there are only a few syllabi on that sight from those of you teaching a family business course. The syllabi help those teaching family business for the first time and invigorates those long-time teachers with new ideas. Please consider submitting your syllabus. Send it to Etne Swartz, [swartz@fdu.edu](mailto:swartz@fdu.edu).

The second goal is to plan a pre-conference workshop on teaching family business with an emphasis on using cases. Plan to attend. Roland Kidwell, [rkidwell@uwyo.edu](mailto:rkidwell@uwyo.edu), 2009 Family Business Interest Group Program Chair is the contact. He already has commitments from well-known teachers in the field.

## International Entrepreneurship Interest Group

By Chris Pavlides, Chair

IEIG is planning to host a preconference this year on Wednesday, the day before the USASBE annual conference main proceedings. The length of the IEIG pre-conference session (half of full day) would depend on the quality of the proposal received. IEIG members are invited to submit one (1) page proposals for such sessions related to Global/International Entrepreneurship. The selected sessions can relate to pedagogy, research and practice. The sessions must be relevant, innovative, actionable, revealing, and highly informative and appealing to university educators in this field. For example, practices that were developed because of particular circumstances or relationships or serve

### Publication Opportunity

The Journal of Family and Economic Issues is soliciting both quantitative and qualitative papers for a special issue on family business. Manuscript submission due date is October 31, 2009. Contact for question is Guest Editor, Linda Niehem, [niehmlin@iastate.edu](mailto:niehmlin@iastate.edu).

### Research Opportunity

Project members of the FFI-Goodman Study on Longevity in Family Firms are soliciting partners who are willing to share their survey with owning families with whom their work. Study purpose is to investigate how they pass on the entrepreneurial mindset. All partners contributing to data collection will have data access. Contact is Robert Nason, [rnason@babson.edu](mailto:rnason@babson.edu).

very narrow purposes but cannot be relevant to, or applied by other schools, would not be eligible. The proposals should include: title/theme, type of session (panel, workshop, round table, etc), names/positions/institutions of participants, session chair, summary of proceedings, expected information dissemination and learning objectives. Those interested to be considered, please send your proposal to the IEIG Chair, Chris Pavlides, at [pavlides@temple.edu](mailto:pavlides@temple.edu) by June 15<sup>th</sup>.





## Pedagogy and Cross Campus Interest Group

By Fred Maidment

The Pedagogy and Cross Campus Interest Group is planning several activities for conference in Nashville in January. Some of the suggestions that have been collected from the members of the group include a panel discussion of the kinds of curriculum that is being taught at all levels of instruction including Associates; Bachelors; Masters; and Doctoral. An interesting question here is how much overlap and or exclusion exists between these levels of instruction.

A second area of interest would be a repeat of the panel on growing the entrepreneurship program. This panel was given last year on Sunday morning and because of the time, several members expressed disappointment at not being able to attend because of travel commitments.

A third area of concern for the Interest Group would be to cooperate with some of the other interest groups in creating some kind of event that would seek to address the cross campus function of the group. For example, how could a traditional entrepreneurship program assist students in arts programs across campus or engage with engineering students. This is not necessarily limited to these groups but to professionals such as doctors, lawyers, even seminars on campus.

Finally, the group has been active. Publications, Newsletters and Conferences have all been a part of the efforts by members of the Pedagogy and Cross Campus Interest Group. Advancing entrepreneurship education is the focus of the of the group and we are proud to the accomplishments of our members.

### Publications

Finkle, T.A., Soper, J. C., Fox, D., Reece, J. Messing, J., (2009) Constructing an Innovative Model of Entrepreneurship Education Through Regional Collaboration, (In Press) The *Journal of Entrepreneurship Education*.

Finkle, T. A., 2008. Entrepreneurship Education Trends, *Research in Business and Economics Journal*, Vol. 1, p. 35-53.



Maidment, F., 2008. Certificates in Entrepreneurship/Small Business Management, *Business Journal for Entrepreneurs*, October.

Pittaway, L., Hannon, P., Gibb, A, & Thompson, J., 2009. Assessment in Entrepreneurial Education, *International Journal of Entrepreneurial Education and Research*, Vol. 15, No. 1, p. 71-93.

Pittaway, L, Hannon, P., 2008, Instructional Strategies for Developing Enterprise Education: A Conceptual Analysis, *Journal of Small Business and Enterprise Development*, Vol. 15, No. 1, p. 202-226.

### Newsletters

Insights into Entrepreneurship, from Georgia Southern University, edited by Luke Pittaway

The Entrepreneurship Educator from the Planning Shop, edited by Jeff Cornwall

### Conferences

Columbus State University (Georgia) will be hosting a conference on Entrepreneurship. Papers may be electronically submitted until May 18, 2009. The Call for Papers is shown on the following website: [http://southernjournalentrepreneurship.com/?page\\_id=19](http://southernjournalentrepreneurship.com/?page_id=19)

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## Membership Initiatives

### Duriga Launches Online Business Assistance



USASBE member Julie Duriga recently joined up with B-Clip, a multimedia and video production company, to launch an online business assistance program that offers classes in the form of short, animated videos for business owners and entrepreneurs. The goal of the venture is to help business owners and entrepreneurs learn and understand tax law.

Please visit [www.UniversityForBusiness.com](http://www.UniversityForBusiness.com) to learn more information about Julie Duriga, the mission behind Duriga University, and to download and review the first video instructing the basics of business entities.

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## Research Notices & Other News

Be sure to visit <https://usasbe.org/about/news.asp> to check out the latest news on upcoming changes at USASBE, calls for research papers, and conference postings.

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