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GREETINGS FROM THE PRESIDENT

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Warm holiday greetings from USASBE. This is an amazing time to be part of the entrepreneurship discipline. Even as universities cut back in difficult economic times, entrepreneurship programs continue to thrive. The numbers of new courses, majors, minors, concentrations and certificates continue to climb at impressive rates. New centers continue to be launched, and more schools are creating departments of entrepreneurship, or renaming existing departments. Further, there are now a number of dedicated Ph.D. programs in entrepreneurship, and the new frontier is the creation of a focused, one-year Master's in Entrepreneurship, with at least ten of these programs popping up around the country.

An especially noteworthy development is the emergence of a coherent entrepreneurship curriculum at a large number of institutions. Even recently, many schools were only offering a smattering of entrepreneurship courses, without much logic in terms of the relationship among what was offered. And many majors and minors were structured around a number of non-entrepreneurship courses offered in other business disciplines. But today we see some impressive models where a given university is offering fifteen or more dedicated courses in entrepreneurship, and the mix of offerings are structured around a logical beginning, middle, and end, or capstone. Further, the business plan is not found in every course, it is in one course, with an imaginative mix of other experiential learning tools (entrepreneurial audits, feasibility studies, marketing inventions, consulting reports, simulations, live cases, etc.) used in other courses.

Just as important is the experimentation and creativity that is happening as entrepreneurship programs reach across the campus. We are learning that entrepreneurship must have an intellectual home on the campus, with dedicated, full-time faculty pushing the frontiers in terms of research, conceptual development, and pedagogical advances. Yet it can play a role in literally every department and school on campus, and has relevance for many administrative, staff, and non-academic operations on the campus.

And finally, we see entrepreneurship centers beginning to redefine the role of universities, as institutions of higher learning evolve from ivory towers to proactive agents of economic and social development. One marvels at the innovative efforts of centers as they help commercialize university technology, launch hybrid types of seed capital funds, open student incubators, celebrate and foster women entrepreneurs, create venture accelerator programs, and reach into economically disadvantaged communities with empowering entrepreneurship ini-

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tiatives. One comes to appreciate the dramatic pace of change when reviewing the USASBE Education Excellence Awards each year. What was truly leading edge and experimental at one or two schools just a couple years ago quickly becomes mainstream at hundreds of universities. And the bar keeps rising.

And so, as we finish the year, there is much to celebrate and be proud of as one scans the entrepreneurship horizon. In a sense, USASBE lies at the heart of all of these exciting developments. It is a special organization that exists to encourage new, creative, provocative, and high impact experimentation and change in how we think about entrepreneurship---and how we teach and conduct research in entrepreneurship. It offers a place where scholars and educators can come together, share, critique, and innovate. It is a place where the entrepreneurial future is being engineered. I hope you will join us in Nashville.

Mike



USASBE 2010 UPDATE

USASBE 2010 Pillar Sessions

Preeminent leaders from the entrepreneurship discipline will share insights and best practices related to each of USASBE's four pillars: scholarship, pedagogy, outreach and public policy.

Scholarship

Dr. Michael A. Hitt is a Distinguished Professor of Management and holds the Joe B. Foster Chair in Business Leadership at Texas A&M University. He has over 260 publications including 26 co-authored or co-edited books. He has served as an editor of the *Academy of Management Journal* and is currently the founding co-editor of the *Strategic Entrepreneurship Journal*. Dr. Hitt is among the 10 most cited scholars in the Management field over a 25 year period.

Pedagogy

Patricia G. Greene is Professor of Entrepreneurship of Babson College, where she holds the President's Chair in Entrepreneurship. She previously served as Provost, and before that as the Dean of the Undergraduate School at Babson.

Heidi Neck is the Jeffry A. Timmons Professor of Entrepreneurial Studies at Babson College. As Faculty Director of the Babson Symposium for Entrepreneurship Educators (SEE), she passionately works to improve the pedagogy of entrepreneurship education.

Public Policy

Chad Moutray, Chief Economist & Director of Economic Research U.S. Small Business Administration, Office of Advocacy. Chad oversees the small business research being conducted both internally and externally through contracts.

Outreach

Phil Weilerstein, Executive Director, National Collegiate Inventors and Innovators Alliance. As an entrepreneur in a not-for-profit organization, Phil has grown the NCIIA from a grassroots group of enthusiastic faculty to a nationally known, in-demand knowledge base and resource center.



Register now at <http://www.USASBE.org>



Return to Contents **Countdown to USASBE 2010...**

If you haven't registered for USASBE 2010, be sure to register before December 31 to take advantage of the early registration fees. Check www.USASBE.org/conference/2010 for exciting updates.

Career Center Opportunities at USASBE 2010

Universities and colleges can post job openings on the USASBE Career Center website (at no charge) and reserve a time to hold interviews during USASBE 2010. Contact USASBE Executive Director, Becky Gann, at becky.gann@belmont.edu to reserve blocks of time.

PRECONFERENCE SESSIONS

Assessing Performance of Entrepreneurship Programs: Best Practices, Key Challenges, and the Road Ahead

The Biggest Small Business Problems: Bridging the Gap between Research and Practice through a Collaborative Forum

Building a Regional Entrepreneurial Pathway

Creativity and Innovation for Corporate Entrepreneurship

Effective Teaching Techniques for Family Business Management Courses

Issues that influence Entrepreneurship programs by using PQ faculty especially as they relate to AACSB accreditation

The Undergraduate Entrepreneurship Curriculum: Establishing a Paradigm

Using the new digital media in entrepreneurship education

Whole Brain Technology and the Entrepreneurial Classroom

KEYNOTE SPEAKERS

Susan Davis is founder and President and CEO of BRAC USA, a company that uses its innovative development to improving the health and well being of the poorest families in Africa and other countries in Asia. She is also a Senior Advisor to NYU's Reynolds Program for Social Entrepreneurship

Frederick M. Hess is the Director of Education Policy Studies at American Enterprise Institute, a faculty Associate with Harvard University's Program on Education Policy & Governance, and an author of influential books such as *Common Sense School Reform*, *Revolution at the Margins*, and *Spinning Wheels*.

Dan Moore is President of the Southwestern Company in Nashville, TN where he is responsible for product development, sales training, public relations, business statistics, forecasting, and the development of new profit centers.

Clint Smith is co-founder of Emma, a web-based email marketing and communications service that currently powers the email newsletters and campaigns of more than 20,000 organizations around the world. His organization allows small businesses, non-profits, and agencies to effortlessly create stylish email campaigns and surveys and send them with confidence- all while tracking the response in real time.



A WONDERFUL CONFERENCE VENUE: NASHVILLE, TENNESSEE

Nashville is truly a city with something for everyone

The Renaissance Nashville Hotel & Resort [2010 Conference Hotel] is just a few blocks from "The District." See the best of historic Nashville's past with unique music spots, dining and shopping. Located downtown, the conference hotel is within walking distance of the Sommet Center, LP Field, B.B. King's Blues Club, and the Country Music Hall of Fame, and the Ryman Auditorium.

REGISTER NOW!

www.USASBE.org

Early registration fees apply until December 31

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SPECIAL INTEREST GROUPS

Entrepreneurship in the Arts Special Interest Group

By Gary Beckman, Vice-Chair

The USASBE Entrepreneurship in the Arts SIG and the College Music Society have partnered to create [a joint conference opportunity](#) January 15-17 held during the USASBE 2010 National meeting in Nashville, Tennessee.

The College Music Society (CMS) will be holding their inaugural [Summit](#) during the Nashville USASBE conference - *Music Entrepreneurship Education: Catching the Second Wave* - at Vanderbilt University's Blair School of Music January 16-17. CMS Summits are meant to explore a specific issue in higher education music training.

This joint conference is based on interdisciplinary exchange and CMS is very anxious to interact with their Business School colleagues as this discipline is experiencing significant growth and interest in entrepreneurship education.

CMS members will attend our Interest Group sessions on Friday Jan.15 and USASBE members can attend the CMS part of the event for \$75 each day, Saturday or Sunday.

We strongly encourage you to take advantage of this opportunity - especially those interested in cross-campus entrepreneurship. This is a great way to understand a discipline - from the discipline itself.

This is demonstrated, in part, by a [special session designed specifically for Business School Educators](#) who are involved in Arts or Cross-Campus Entrepreneurship efforts. Simply put, this Sat. session discusses "why music units are the way they are and act the way do." We hope that this session will enlighten the USASBE membership about the aesthetic and educational traditions music educators must negotiate when contemplating entrepreneurship education in their unit - this information alone is worth the price of admission!

We encourage all of you who are members of the Entrepreneurship in the Arts SIG or are about to embark on a cross-campus effort to take advantage of this opportunity. For more information, [click here](#) to visit the Summit website.

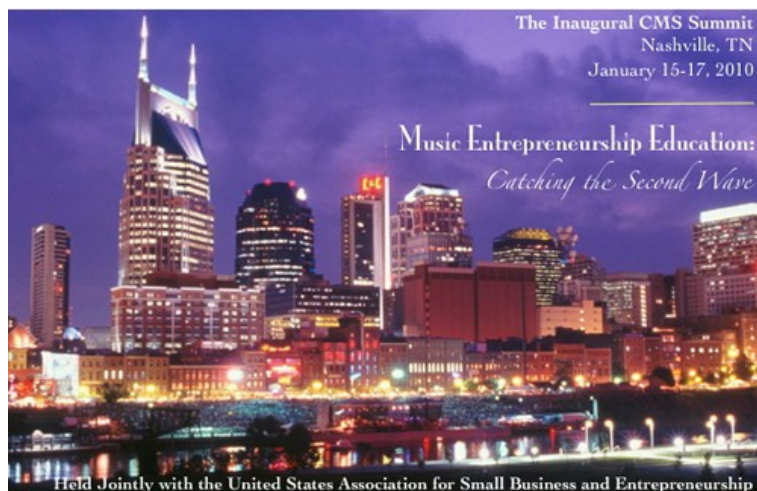
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MEMBERSHIP INITIATIVES

SVSU Hosts Social Entrepreneurship Event as part of Global Entrepreneurship Week



Co-founded in 2008 by the Ewing Marion Kauffman Foundation and Make Your Mark (a business-led, government-backed campaign in the United Kingdom), Global Entrepreneurship Week is designed to inspire the next generation of entrepreneurs. More than 1,000 partners – including top universities, non-profit organizations, successful entrepreneurs, government agencies and corporate sponsors – signed up to support and initiate activities for Global Entrepreneurship Week/USA 2009 (Nov. 16 – 22, 2009). The Week engaged young people in 87 countries around the world, encouraging them to pursue entrepreneurial ideas through local, national and global activities designed to help them explore their potential as self-starters and innovators.

Of particular note, Michigan had the largest number of partners (93) and was third in the nation in the number of related events (40). In collaboration with WIRED, the Bay, Midland and Saginaw Community Foundations, the Great Lakes Bay Regional Alliance and the United Way of Saginaw, SVSU held one of the nations few - *if not the only* - GEW event focused exclusively on **Social Entrepreneurship**. (SVSU offers an accredited minor in entrepreneurship as well as courses in Social Entrepreneurship through its Continuing Education Program.) The SVSU event focused on the special role Social Entrepreneurship plays in catalyzing robust community and economic recovery, diversification and development in the Great Lakes Bay Region.

A key feature of the event was a presentation by Rebecca Kouskey, President/CEO of "Build A Nest" - a U.S. based social entrepreneurship venture that helps women in developing nations build craft-based businesses. At age 24, armed with a degree in Social Work, Rebecca launched Build A Nest which has become a highly successful social entrepreneurship business venture. A key question discussed at the event was how the Build A Nest model could be effectively applied in U.S. based communities such as Saginaw, Bay City and/or Midland and surrounding communities. Roughly 60 people attended the event including SVSU students interested in Social Entrepreneurship as a career option.

SVSU's Center for Business Economic Development has launched a new Social Entrepreneurship Initiative in the Great Lakes Bay Region to help area non-profits and socially-responsible businesses *develop the capacity to combine innovation with intent and capacity to grow successful social entrepreneurship ventures*. For more information, please contact the SVSU Social Entrepreneurship Project Director, Mark H. Clevey, MPA, Saginaw Valley State University, mhclevy@svsu.edu.



Jean and Bill Buchanan

Drake Receives \$3 million Gift for Entrepreneurial Leadership Center

Drake University recently announced a \$3 million gift from alumni Bill Buchanan and his wife, Jean, to establish the William M. and Jean M. Buchanan Center for Entrepreneurial Leadership.

[Click here to read more...](#)



Fred Kiesner

Endowment Adds to Lasting Legacy of Former USASBE President Earlier this year, Loyola Marymount University's College of Business Administration accepted a \$5 million endowment for its nationally ranked Center for Entrepreneurship. In keeping with the donor's wishes, the center was renamed for its founder, one of LMU's longest-serving professors, Fred Kiesner. "This generous gift will guarantee that Fred Kiesner's legacy—this highly regarded and nationally recognized program—will continue to inspire and train the business leaders of tomorrow," said Dennis Draper, dean of the College of Business Administration. [Click here to read more . . .](#)

Over the years, Kiesner has participated and served in important USASBE various leadership roles, including serving as President in 1992. *Continues on page 6*

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MEMBER INITIATIVES Continued

Kiesner also received the John E. Hughes/USASBE Award for Entrepreneurial advocacy in 2008, USASBE Entrepreneurship Educator of the Year Award in 1999, and the honor of being elected from among the USASBE membership based on his dedicated service and contributions to the organization as a Justin G. Longenecker Fellow. Kiesner continues to actively encourage and promote entrepreneurial activity. His latest advocacy effort includes serving as the editor of a new book entitled *Creating Entrepreneurs: Making Miracles Happen*. [Click here for more details . . .](#)

Congratulations to each of these members on their accomplishments!

MEMBERS ON THE MOVE...

An ongoing goal of *LIAISON* is to foster increased connectivity among USASBE's members. Toward that end, we'd like to inform you about the following member on the move in this issue . . .

Gerry Hills, cofounder and 1st President of USASBE, has moved to accept the Bob Turner Endowed Chair of Entrepreneurship at Bradley University. Gerry may be contacted at the following: Foster College of Business Administration, 1501 West Bradley Avenue, Peoria IL 61625; Phone (309) 677-2310; email ghills@bumail.bradley.edu.

If you have recently, or should decide to take on a new challenge in the future, be sure to help us let your colleagues know by forwarding us your new contact information and a brief description of your new endeavor!

Best wishes to Gerry in his new position!

ICSB GLOBAL CONNECT



The United States Association for Small Business and Entrepreneurship (USASBE) is the largest independent, professional, academic organization in the world dedicated to advancing the discipline of entrepreneurship, yet it also retains its affiliation with the International Council for Small Business (ICSB) dating back to 1981 (<http://usasbe.org/about/History.asp>). *ICSB Global Connect* is an ongoing *LIAISON* segment designed to keep USASBE members up to date with the latest information and news from this global partner.

RENT XXIII Conference a great success! The RENT XXIII Conference took place in Budapest, Hungary, on November 19-20, 2009. The conference was hosted by Corvinus University, Budapest, and co-organised by ECSB and EIASM. The main theme for the conference was "Entrepreneurial Growth of the Firm." [Click here to read more...](#)

2010 ICSB World Conference: Register Today!

The ICSB World Conference provides a unique opportunity to network, share and learn about best practices in small business and entrepreneurship education, research, innovation and technology commercialization, policy-making, outreach programs and much, much more. We invite you to submit your paper, workshop & symposium proposals to be presented during the conference.

[Click here to read more...](#)

Submit your News to ICSB Today!

Starting today, ICSB introduces our new, online news form that will allow the International Office to collect and publish your news stories each month. The online form is simple and easy to use. We encourage all ICSB members from around the world to submit your news items today and have them distributed around the world tomorrow! [Click here to read more...](#)

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RESEARCH NOTICES & OTHER NEWS

Be sure to regularly visit the [USASBE web site](#) to stay up to date with the latest news and announcements, as well as upcoming events. The following notices have recently been posted:

[Babson Symposium for Entrepreneurship Educators](#) (SEE) (Babson College, Wellesley, MA: May 31-June 4, 2010. Join us to enhance your ability to educate and mentor the next generation of entrepreneurs from all disciplines - business, medical, engineering, and the liberal arts. Take back new teaching methods and content relevant to entrepreneurship education today. - - Heidi M. Neck, Ph.D.

Call for papers - - In addition to their regular journals The Clute Institute for Academic Research is offering a special edition for 2010. The "Women-Owned Business Issues" 2010 special edition of *International Business & Education Journal* will be edited by Drs. Tony Bledsoe & Rebecca Oatsvall from Meredith College. Authors are encouraged to submit their papers for this edition at OatsvallR@Meredith.edu.

Call for papers - - The Entrepreneurship in Africa conference, hosted by the Whitman School of Management at Syracuse University, and co-organized by Makerere University Business School, will be held in Syracuse, N.Y. on April 1-3, 2010. This forum will present the current work on entrepreneurship in Africa by researchers from around the world. Paper submissions will be considered for publication in a special issue of the *Journal of Developmental Entrepreneurship* in 2010. [Click here](#) or email africabusiness@syr.edu for further details.

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Rowan University Rohrer College of Business

LIAISON is published quarterly by the United States Association for Small Business and Entrepreneurship. The Spring edition (Volume 21, Number 1) will be published on March 1, 2010. The deadline for submission of information for this edition is February 10, 2010. Please e-mail your materials to Dr. Mark T. Schenkel (mark.schenkel@belmont.edu), USASBE Assistant Vice President - Publications, Newsletter Editor.

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