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GREETINGS FROM THE PRESIDENT

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President, USASBE
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These are challenging times for all of us in academia. University budgets have faced significant pressures leading to freezes and cuts on campuses across the country. USASBE has felt the effects of university, corporate, and foundation budgets tightening over the past couple of years.

However, the leadership of the organization has responded to these challenges and has taken steps to ensure that USASBE will continue to be the leading organization for entrepreneurship education in the coming years.

Many new developments were made during the USASBE Board meeting at the Academy of Management. First, Chris Scalzo (Senior Vice President of Finance), Becky Gann, and I have prepared a complete review of USASBE’s financial model to streamline expenses and enhance revenues in ways that do not impact member services and strengthens our financial integrity. Special thanks to Kimble Byrd and GERALYN Franklin for their assistance in this process. The Board approved this plan during our mid-year meeting at the Academy of Management.

Second, Joe Roberts (Director-at-Large) has done an exceptional job serving as Board liaison with the Special Interest Groups. In continuation with the work of Rebecca White, who served as the SIGS liaison last year, Joe has established a process that ensures a close working partnership between the Board and the membership. I am pleased to announce that the Board has voted to make the SIGS Liaison a permanent role for one of our Directors-at-Large.

Third, under the leadership of Ethne Swartz, Program Chair, the 2011 Conference is shaping up to be another outstanding event.

Finally, the Board approved the 2011 Work Plan developed by President-elect Mark Weaver. A key part of this plan is based on efforts to ensure



that USASBE provides value to its membership beyond our annual conference. Given the reality of tighter travel budgets we have endorsed Mark's plan to use our website as a key benefit that will connect membership with the many resources available on our site. We have put steps in place to ensure that the current membership features on the website, including the syllabus and case exchanges, innovative teaching practices, career center, social entrepreneurship resources, and the program assessment materials are kept updated with fresh and useful content. We will also look at additional member benefits that can be added to our site so it continues to be the go-to website for entrepreneurship education.

I want to personally thank all of the USASBE membership for your support this year. I look forward to seeing all of you in Hilton Head!

Jeff



USASBE 2011 HILTON HEAD ISLAND: CONFERENCE UPDATE

4th Annual USASBE Doctoral Colloquium

Don't miss the opportunity for career enhancement and networking with today's senior entrepreneurship education scholars and leaders and tomorrow's promising entrepreneurship researchers, scholars and educators.



The design of this Doctoral Colloquium includes innovative elements for both research and teaching entrepreneurship. The Colloquium focuses on the practical as well as conceptual content. The close interaction with experienced professors is designed to create potential long-term friendships and mentoring relationships. We believe that this doctoral colloquy is unique and adds value beyond that found in other doctoral consortia in entrepreneurship.

The following selection criteria will be employed to evaluate applicants:

- a. Doctoral student in good standing (minimum qualification completed two years of studies by June 2011) and attending an accredited college or university.
- b. One letter of recommendation from doctoral program director and/or professor.
- c. Upon acceptance, students must register for the conference.

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USASBE 2011 HILTON HEAD: UPDATE CONTINUED

- d. Submission of ONE well-conceived, developed research question that the doctoral student has explored. This submission should include the following:
 - i. Cogent statement of the general research question plus any particular subsets of this general question.
 - ii. Genesis of this research question supported by academic citations with quotes if available. Suggested research design including proposed measurement and analysis methodologies.
 - iii. Potential contribution(s) to the extant corpus of entrepreneurship research
 - iv. Agreement to read and come ready to discuss all written material assigned and available on the USASBE site.

Participants must meet the following eligibility requirements for reimbursement:

- a. Register for the conference and pay the USASBE membership fee
- b. Book the hotel accommodations only at the conference hotel
- c. Complete the colloquy evaluation prior to reimbursement.
- d. Attend both the doctoral colloquy and the full conference
- e. Materials and meals for the colloquy will be provided.

For further information contact Dr. George Solomon at gsolomon@gwu.edu. The Deadline for application is October 17, 2010 and seating will be limited to 15 participants. Sign up today and you may qualify for a scholarship covering the cost of the colloquium, the full USASBE conference and some support for housing costs.

Pre-Conference Workshops Promise Strong Value

By Mark Schenkel, Assistant VP—Publications

This year's lineup of pre-conference workshops promise strong value. For example, we all know that entrepreneurial finance education is integral to entrepreneurship education. We also know that teaching this skill set to artists, social entrepreneurs, and non-profit organizations presents unique challenges that often require different pedagogies. This year Chris Scalzo, Joseph Roberts, Caroline Glackin, and Kimble Byrd will be leading a pre-conference workshop that focuses explicitly on addressing these challenges.

Specifically, this pre-conference workshop will focus on best practices for teaching entrepreneurial finance or finance within an introductory entrepreneurship course. Participants will discuss different approaches to teaching entrepreneurial finance, the integration of finance to other entrepreneurship courses, the process of moving from accounting to financial statements to pro-forma statements needed in a business plan, and a host of other practical classroom topics and issues. Attendees will also engage material directly through application exercises and the review of various syllabi, applicable cases, and spreadsheets.

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USASBE 2011 HILTON HEAD: UPDATE CONTINUED

How Do We Assess Entrepreneurship Programs?

By Michael Morris, Past President

Is your entrepreneurship program having any impact? How do you know? Is it enough to track business start ups, or is this even a relevant metric? What about student competencies? As we continue to design and implement new programs in entrepreneurship at both the graduate and undergraduate levels, it is increasingly important to establish relevant and measurable student learning outcomes and adopt meaningful protocols to effectively assess performance. Developing and implementing a viable assessment approach is not only important to donors and program stakeholders, but is a key challenge for schools working to establish and/or maintain AACSB accreditation.

The 2011 USASBE Conference will feature a special pre-conference session entitled “Assessing Entrepreneurship Programs: A Continued Dialog on How at Push the Envelope”. The session will feature Alex F. DeNoble and Gangaram Singh of San Diego State University and Michael Morris of Oklahoma State University. This workshop builds on an inaugural session held at last year’s USASBE conference that led to the launch of the Assessment Resource Initiative now available on the USASBE website under ‘Knowledge Resources’. The session will explore more deeply the best practices in entrepreneurship program assessment, present two unique measurement approaches; examine a range of student learning outcomes both at the programmatic and the individual course level, and look at the design of assessment protocols for measuring student progress relative to learning outcomes.

Keynote Speaker, William Gartner

By Ethné Swartz, USASBE Conference VP 2011

“There is no average in entrepreneur”

This is a quotation from a recent paper by William Gartner on the importance of listening and really hearing what entrepreneurs have to tell us about how they start and develop companies. This has been a leitmotif in Gartner’s work and most recently his own writing has experimented with story-telling and the narrative form as a basis for sharing our own research. I am pleased that Gartner will be one of the keynote speakers at USASBE’s 2011 conference.



William Gartner is currently the Arthur M. Spiro Professor of Entrepreneurship at Clemson, having spent many years at other august institutions of higher education. His contributions to our discipline are many – from his early work with Karl Vesper, focusing on

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CONFERENCE 2011 HILTON HEAD: UPDATE CONTINUED

nascent entrepreneurs and their shaping of opportunities, to one of the founding members of the Entrepreneurship Research Consortium which initiated and developed the Panel Study of Entrepreneurial Dynamics.

Few in our discipline are as innovative as Gartner when considering how to tell a compelling story about the development of our own discipline. In some of his recent work he has taken the act of story-telling and has innovated with the narrative form to tell his own story about leaving a corporate career and plunging into the world of entrepreneurship. Throughout this personal narrative he blends entrepreneurship and strategy theory while providing splashes of insight from the stories of respondents. Strikingly honest, self-reflective and informed by a love of literature and a search for depth, his work must rank as some of the most nuanced and compelling in or field today. Come and listen to his stories in January 2011!

Pillar Session to Feature Approaches Coupled with Local Flavor

By Dorothy Perrin Moore and Ethné Swartz, USASBE Conference VP 2011

The conference committee is delighted to have worked with Dorothy Perrin Moore, a USASBE Fellow, author of the prize winning book *Careerpreneurs—Lessons from Leading Women Entrepreneurs on Building a Career without Boundaries*, engaged researcher and contributor to the entrepreneurship community in South Carolina. She has been recruiting a panel of local entrepreneurs in the Charleston and Lowcountry area of South Carolina. The featured workshop, arranged and coordinated with the Charleston Center for Women, “*Lessons Shared from Lowcountry South Carolina Entrepreneurs on Building a Career Without Boundaries*,” will showcase an array of creative approaches to starting, launching, and growing a venture based on the rich culture of the Lowcountry region.

Current plans, still in preparation, call for featuring four panelists. William Barclay Hall, the world’s foremost authority on tea will share the rich history and marketing strategy of the Charleston Tea Plantation, the only tea plantation in the U.S.A. This plantation provides a fascinating insight into both South Carolina’s colonial past and the vision and persistence of those who worked to see tea grown commercially in the U.S.A.



Judith Moore, Founder and Owner of the 2008 U. S. Chamber of Commerce Blue Ribbon award-winning Charleston Cookie Company will share her experiences from startup to diversifying her market, from selling seriously good cookies made with heavenly ingredients to people interested in sending cookies to friends and family for birthdays, to say "thanks" or "feel better" or just to express love, to her recent shift to an emphasis on wholesale businesses in the food service industry.



Nikki Hardin, Founder and Editor of Skirt! magazine, demonstrates how the willingness to work hard and stick with your passion pays off. “Nothing in my past had prepared me to start and run

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USASBE 2011 HILTON HEAD: UPDATE CONTINUED

a business, much less one that made money,” she says, “I am what The New York Times once referred to in an article as an accidental entrepreneur.” Hardin began Skirt! magazine with \$400, and the support of friends. She had no business plan, collateral, or experience in the magazine industry, but she did have a vision. She wanted a publication that she would be interested in reading. In 2003, with a legion of loyal readers, she sold Skirt! magazine to the Morris Group.



For fuller information about this workshop and these entrepreneurs, please go to Dorothy Moore’s blog at: <http://lwentrepreneurs.blogspot.com/>.

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.

- **2010 ICSB World Conference News Update**

On behalf of the International Council for Small Business (ICSB) and the 2010 World Conference team, I would like to sincerely thank you for participating in this year's event. For the 55th time, ICSB members from around the world came together to share new ideas and build meaningful relationships with friends both new and old. As a follow-up to this year’s conference, we have prepared some updates on the 2010 World Conference which include but is not limited to pictures, participation certificates, proceedings, and best paper winners , as well as information on upcoming ICSB events and of course the 2011 ICSB World Conference in Stockholm, Sweden. [Click here](#) to read more.



- **A Meeting of DC Global Entrepreneurship Partners**

On Wednesday July 14, 2010, the International Council for Small Business (ICSB) hosted an operational meeting for fellow Global Entrepreneurship Program DC Partners. The meeting was held at the George Washington University School of Business and focused on goals of each organization and where to go next? Four of the major themes that emerged from the meeting to further explore in the fall include access to capital, e-mentoring, women entrepreneurs and content development. [Click here](#) to read more.



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ICSB GLOBAL CONNECT CONTINUED

- **Global Entrepreneurship: The Latest Research on Business Creation**

You are cordially invited to a two day special topic focused workshop and symposium titled *Global Entrepreneurship: The Latest Research on Business Creation*. This special event is hosted at the George Washington University School of Business in Washington DC from October 14-16, 2010. The event is headed by Dr. Paul Reynolds and sponsored by the George Washington University Center for Entrepreneurial Excellence (CFEE) and ICSB. This workshop and symposium is specifically designed for scholars analyzing longitudinal data sets on business creation and those designing and implementing longitudinal studies of business creation. [Click here](#) to read more and RSVP today!



- **Coming soon...The ICSB Exchange Blog**

ICSB is excited to announce the development of our new blog, the ICSB Exchange. Our official launch is set for the first week of September and the focus of the ICSB Exchange is to provide a valuable outlet for our members to address popular topics and emerging trends in today's ever-changing global economy. Monthly guest contributors will write new blog posts each month to present new topics and address existing discussions. [Click here](#) for more information.



USASBE AWARDS INFORMATION

USASBE ENTREPRENEURSHIP EDUCATION AWARDS PROGRAM: ACCEPTING NOMINATIONS THROUGH OCTOBER 2

We are now accepting applications for our USASBE Entrepreneurship Education Awards and encourage you to consider nominating a program, course, or faculty member for one of our various awards. USASBE offers nine awards:

- National Model Undergraduate Entrepreneurship Program**
- National Model MBA Entrepreneurship Program**
- National Model Ph.D. Entrepreneurship Program**
- Outstanding Specialty Entrepreneurship Program**
- Innovative Entrepreneurship Education Courses**
- Innovative Pedagogy for Entrepreneurship Education**
- Global Entrepreneurship Education Award**
- Emerging Entrepreneurship Program**
- Entrepreneurship Educator of the Year**

The deadline for submission to the USASBE Entrepreneurship Education Awards is October 2. These prestigious awards provide each of us with the chance to bring national recognition to our work and our institutions. For immediate access to details on the submission process, please visit <http://usasbe.org/about/awards/eenawards/>. For additional questions, please contact Mark T. Schenkel, Belmont University, mark.schenkel@belmont.edu or (615) 460-5474. Please note that nominations for the "Entrepreneurship Educator of the Year" need to be submitted directly to Mike Morris, mhm@okstate.edu.

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In Remembrance: Cindy Iannarelli

1958-2010



It has been over ten years since I have been attending USASBE conferences. The unexpected and tragic passing of Cindy Iannarelli while on vacation in India last month has reminded me of the delicate precipice we walk in life. I have also become aware that as entrepreneurship educators, we are a community of like-minded folks who share a passion to serve as advocates for entrepreneurship as a career choice. On August 13, 2010, we lost one of our own – a woman who demonstrated infectious enthusiasm, energy, and passion for entrepreneurship education.

Cindy Iannarelli and I were doctoral students from the same program many years ago. That is ancient history now, but what I remember most about her is that she was interested in entrepreneurship before it became “popular.” Working alongside her mother in her clothing store and the death of her father in the family dry cleaning business became the catalysts for her academic and professional endeavors in the early part of her career. She was a founding Fellow of the Family Firm Institute and received the Barbara Hollander Award in 2003.

As President of the Bernelli University, her many “firsts” are listed on the University website www.bernelli.edu and include: first business plan competition for teenagers in 1981. First Camp Entrepreneur in 1993; first training programs for preschool children in 1994; first mascot, Bizzbee, to inspire children to learn about entrepreneurship in 1995; first systematic method to develop entrepreneurial leadership with 5 skills, 5 stages and 5 steps in 1998; and first graduate school to focus solely on Entrepreneurial Leadership, The Bernelli University, in 2005. Cindy had apparently volunteered to serve as liaison for Youth Outreach for forthcoming International Council of Small Business conference in Stockholm in 2011.

I contacted a few USASBE members and this is what they had to say:

Mary T. McKinney, Director, Duquesne University SBDC: I reconnected with Cindy through USASBE. Cindy's dynamism, optimism and enthusiasm were contagious. She truly was a first class entrepreneur and educator. She had an innate ability to take an idea and turn it into a business opportunity and education was no exception. Her "Making Cents" Youth Camps, books, materials and "BizBee" model for youth, complete with TV show and traveling educational bus, inspired hundreds of young people. She reconnected with her roots in Italy while making buying trips to Milan for her clothing boutique - side visits when teaching business in Eastern Europe-- and upon acquiring Berne University, built an Italian component for the university. Several USASBE members, including me, ventured to Bernelli's inspirational summer program in Northern Italy-- truly a wonderful and educational experience. Subsequently, some of our SBDC clients ventured there for business retreats. My hope is that Cindy's work will continue. Accreditation for Bernelli was very close and the classrooms in Italy, which were graciously made available by the Tenno government, are still there. The founder is no longer with

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us but she left an amazing legacy which should carry forward.

Julie Weeks, President, Womenable: I first met and worked with Cindy back in 1993, when I was at the SBA's Office of Advocacy and she was the first director of the National Education Center for Women in Business at Seton Hill College in Pennsylvania. Since that time our paths have crisscrossed many times, as we both moved into other positions and into our own entrepreneurial endeavors. Cindy was a gung-ho educator and entrepreneur, always moving forward and always both cheerful and visionary. Her untimely death leaves a real void; her energy and enthusiasm will be sorely missed.

Norris Krueger, Fellow, Max Planck Institute of Economics, Entrepreneurship Northwest: I tried to call Cindy during the Academy of Management - I had just heard a presentation that she would've loved. Her staff let me know that she'd call me on her return from India, Ouch! Most of our chats circled around how early life experiences set the stage for entrepreneurship (her dissertation was on how women learned leadership vicariously around the dinner table of a family biz).

It was great to see how she was so obsessed with truly experiential learning - making sure that students of any age (but especially kids) took away the right lessons. Gotta love her "Biz Buzz" model –still have my entrepreneurial bee puppet. I hope that her Bernelli vision carries on - lots of solid groundwork has been laid & her legacy should be carried on. If you knew Cindy, you don't need my words. If you didn't, you missed a good 'un. Godspeed, Cindy.

Charles Matthews, Past President ICSB and USASBE: I only met Cindy a couple of times at various conferences but was always impressed by her energy, passion, and commitment to advancing entrepreneurship around the world. Her focus on creating a lifelong learning experience for her students was outstanding and I know she will be greatly missed by her family, friends, colleagues, and students.

Treasured Seasons

For everything there is an appointed season,
And a time for everything under heaven.
A time for sharing, a time for caring.
A time for loving, a time for giving.
A time for loving, a time for giving;
A time for remembering, a time for parting.

You have made everything beautiful in its time
For everything You do remains forever.

Frances M. Amatucci is the former Vice President of the Women and Minority Track and current Senior Vice President, Operations and Planning, on the Board of USASBE.

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RESEARCH NOTICES & OTHER NEWS

Global Student Entrepreneur Awards 2010 (GSEA)

The GSEA program is operated by Entrepreneurs' Organization (EO) and is the premier award for undergraduate students that own and run businesses while attending college or university. Nominees compete against their peers, other student entrepreneurs from around the world. Since its founding in 1998, the GSEA program has celebrated the success of hundreds of student entrepreneurs. Nominate a student today!



Visit <http://www.gsea.org/nominate/Pages/nomination.aspx> to nominate a student and see deadlines for regional competitions.

Kauffman Launches Hub for Business Plan Competition

The Kauffman Foundation recently announced the launch of [iStart](#), an online platform to reduce the administration of business plan competitions while providing global visibility for startups.



Katie Petersen, Director of iStart's, notes that in the United States alone, more than fifty universities conduct business plan competitions annually, awarding up to \$10 million in prizes and in-kind services—not to mention the competitions run by nonprofit and economic development organizations and international universities, which she conservatively estimates at more than 1,000.

Petersen observes that a widely held underlying presumption is that entrepreneurs are the engine of the economy, and business plan competitions can often serve as the spark that gets them going. She suggests this raises an interesting question – why are so many competitions shutting down completely, getting smaller or, in some cases, never even getting off the ground?

Petersen suggests the answer is simply that the time and complexity required to administer the competitions not only limits their size and quality, but also creates headaches for administrators.

iStart is designed to address these challenges. Unlike other platforms that aim to, ultimately, make a profit from selling information and data accumulated throughout the process, iStart focuses on promoting entrepreneurship by making the business plan competition process more simple, efficient, accessible, transparent, and customizable. It aims to increase both the number of new firms formed and their success rates by leveraging the Kauffman Foundation's strong roots and linking to its other initiatives.

For more information about iStart, contact Katie Petersen directly at (816)-932-1021 or kpetersen@kauffman.org.

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Looking for More Entrepreneurship News?

If so, you may find the following entrepreneurship focused newsletters of interest:

- [NFIB SmartBrief](#) . . . *free* daily briefing on top stories for small business owners.
- [The Entrepreneurship Educator](#) . . . *free* monthly newsletter aimed at those who teach entrepreneurship or are interested in moving into this rapidly growing discipline.



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