

United States Association

LIASON

for Small Business and Entrepreneurship

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Get Warm, Hear Great Papers and Speakers Last Chance for Early Registration for 2005 USASBE/SBI Conference January 13-16.

Time is running short to register for the 2005 USASBE/SBI conference in Indian Wells, California, near Palm Springs. **The early registration deadline is this Friday, December 17, 2004. Rooms are available at the Mira Monte 760-341-2200 until 12/20.**

The Small Business Institute® has rejoined USASBE for a best-ever joint conference. The conference is being held in the Renaissance Esmeralda Resort, a beautiful hotel complex near the Santa Rosa Desert Mountains. Howard Van Auken, conference co-chair, reports that there were approximately 215 papers submitted, plus a number of workshops. These have been arranged in a number of different tracks, so you can focus on a specific area of interest or pick and choose.

You will enjoy the keynote speakers. They range from entrepreneurs to academics to foundation representatives. They include Denny Dennis of the National Federation of Independent Business; Paul Orfalea, founder of Kinko's; and Shelley Coldiron, CEO of CombiSep, Inc.; Elizabeth Gatewood of Wake Forest University; Paul Magelli of the University of Illinois; and Judith Cone and Robert Strom of the Kauffman Foundation. Scroll down to see the bio-sketches of the speakers elsewhere in the newsletter.



Several pre-conference sessions will pique your interest. These include the following:

NACCE – Community Colleges and Entrepreneurship

Acton Institute – Ethics

Entrepreneurial Support Organizations Division

Starting and Advising Entrepreneurial Student Organizations

Please email Judy with your pre-conference registration at jschaeffer@bus.wisc.edu.

The opening reception is at 6 p.m. Thursday and is hosted by Rowan University. Friday's plenary breakfast brings the Coleman White Paper Keynote Presentation by Elizabeth Gatewood, who will present "Women Entrepreneurs and Growth: Implications for the Classroom." There are then approximately forty-five papers and workshops on a great variety of topics. These are followed by division business meetings at 5 p.m., the annual Coleman Elevator pitches from 6:30 to 9:30, and the SBI-sponsored karaoke party for everyone at 8:00.



Anyone for golf? Check out the variety of courses.

Saturday's program is just as jam-packed as Friday's. It starts with the opening keynote by Paul Orfalea, founder of Kinko's. It is followed by the SBI business meeting and a plethora of workshops and papers. Saturday concludes with the Thompson South-Western reception and awards dinner.

Sunday's activities begin with the USASBE business meeting and another host of papers. The conference officially ends with the All-Conference Luncheon, but activities continue into the afternoon, including a post-conference session on teaching entrepreneurship with cases led by Michael Roberts of the Harvard Business School.

From the President

Dear Fellow USA SBE Members:

As incredible as it may seem, nearly another year has gone by and we find ourselves ready to make our way to our annual meeting – this year in beautiful Indian Wells, California. I can attest first hand to the attention to detail that Conference Chair Howard Van Auken (USASBE) and Co-Chair Shawn Carraher (SBI) and their entire team have all devoted to making this the best conference ever. Shawn Carraher also served double duty as the competitive papers chair; John Richards is workshops chair; and Pat Dickson, proceedings editor, is serving an unprecedented fourth year as editor. They are assisted by the always capable Joan Gillman and Judy Schaeffer in our central office. This year's conference will bring together for a joint meeting two of the oldest and most respected entrepreneurship education organizations in the country, the United States Association for Small Business & Entrepreneurship (USASBE) and the Small Business Institute® (SBI). Take a moment to pause and look over this final pre-conference issue of *Liaison* to learn more about the program.

Speaking of *Liaison*, I want to thank Fred Fry for his exceptional efforts as the editor of USA SBE's newsletter over the past several years. He has done a superlative job on all fronts –

from copy to photography, layout to final edition. Fred has taken on the duties as the new Editor of the *Journal of Small Business Strategy* and will turn over the reigns of *Liaison* to Brent Nicholson, Bowling Green State University, after our January conference. Please join me in thanking Fred and wishing him well in his new editorship and welcoming Brent on board.

This year's joint USASBE/SBI meeting represents an ideal time for us to come together to renew and rededicate our entrepreneurial education efforts. The core element of our organizations' missions is to provide the educational support and resources to those who are faced with the many issues and challenges of new venture creation, initiation, and growth. From cutting edge research to its application in the field; from classroom instruction to experiential exercises, we will gather in Indian Wells to share, support, and inspire each other in our continuing quest to remove barriers and serve as an entrepreneurial gateway for those who seek the entrepreneurial path. As I looked over the draft program for this year's conference, I was very impressed with the outstanding work our members are doing on multiple fronts representing individual, corporate, and social entrepreneurship including small, entrepreneurial, and family ventures.

Speaking of conferences, as I mentioned in my last letter, make a note that USASBE is pleased and honored to host the 50th ICSB Anniversary World Conference June 15-18, 2005 at the Crystal City Marriott in Washington, DC. Conference Chair Jeff Cornwall and his organizing committee are hard at work to make this a truly spectacular anniversary for ICSB. ICSB has over 2,200 members and 11 affiliates worldwide. You won't want to miss what promises to be a truly memorable meeting.

The core strength of USASBE can be found in the exciting and vibrant work of the members of our ten divisions. Your involvement is vital to the vibrant future of the field of entrepreneurship. From the many topical areas represented by our divisions to the emerging cross-collaborative initiatives, USASBE members are leading the way.

As always, I invite you to join us as together we continue our entrepreneurial journey!

Charles H. Matthews, Ph.D.
President

Keynote Speakers Will Bring Excitement to the Conference

Although papers and workshops will be excellent this year, you won't want to miss the keynote speakers. Read the bio-sketches below to see the variety and quality of this year's speakers.

Elizabeth J. Gatewood is the Director of the University Office of Entrepreneurship & Liberal Arts at Wake Forest University. The Office is focused on creating and sustaining an environment that fosters entrepreneurial thinking across the entire campus community. She most recently served as the Jack M. Gill Chair of Entrepreneurship and Director of The Johnson Center for Entrepreneurship & Innovation at Indiana University. She was recently named by *Entrepreneur* magazine as one of the top ten best entrepreneurship center directors in the United States.



Her work in entrepreneurial cognition received the National Foundation of Independent Business Award for best paper at the 2001 Babson-Kauffman Foundation Entrepreneurship Research Conference. She is a member of the "Diana" project, a research study of women business owners and equity capital access, funded by the Kauffman Center for Entrepreneurial Leadership, the U.S. Small Business Administration, and the National

Women's Business Council. Her research has been published in the *Journal of Business Venturing*, the *Journal of Venture Capital*, *Entrepreneurship Theory & Practice*, the *Journal of Small Business Management*, and *Entrepreneurship and Regional Development*.

She is a past chair of the Entrepreneurship Division of the Academy of Management. She received the 1996 Advocate Award for outstanding contributions to the field of entrepreneurship from the Academy of Management. Gatewood was named the Texas Women in Business Advocate of the Year by the U.S. Small Business Administration. She serves on the Advisory Board for Spring Mill Ventures, a venture capital firm of the Village Ventures network. She served on the National Advisory Board for Entrepreneurship Education of the Kauffman Foundation.

Shelley J. Coldiron is Co-Founder, Director, President, & CEO of CombiSep, Inc. With over 25 years experience, Coldiron has a diverse background in instrumentation, analytical chemistry, bioengineering, environmental chemistry, and entrepreneurship, serving in private, public and government sectors. Coldiron is responsible for all operating aspects of CombiSep. CombiSep



has developed and is manufacturing analytical instrumentation for high throughput screening and separations that will support the paradigm shift that is occurring in drug discovery, combinatorial chemistry, high throughput process chemistry and biochemistry, clinical chemistry and proteomics. Coldiron has raised over \$6.5 million in funds for CombiSep from government grants, government loans, commercial loans, private loans, and two rounds of private equity. Prior to founding CombiSep, she was a Co-Founder, Director and President of Advanced Analytical Technologies, responsible for all operating aspects of that firm

until August 1999 and successfully raised \$3 million in private equity to develop food safety testing technologies.

Paul Orfalea [pronounced OR'-Fah-La] founded Kinko's in 1970 near the University of California at Santa Barbara with a simple idea: provide college students with products and services they need at a competitive price. The space that Orfalea rented for his copy business was so small the copy machine had to be lugged out onto the sidewalk.



Much of Kinko's success can be traced directly to Orfalea's unique business philosophy that was based on the founder's freethinking, creative style. Orfalea's theories and instincts on how to operate a successful business were grounded in his passion for retailing, his insistence on taking care of his co-workers and customers, and a sharp eye for opportunity.

Fortune selected Kinko's as one of the "100 Best Companies to Work for in America" for several years. *Forbes* also ranked Kinko's 84th on its year 2000 "*Forbes* 500 Biggest Private Companies." *Working Mother* listed Kinko's in its "Best Companies for Working Mothers" 2001 issue.

Orfalea he retired from his position as Kinko's Chairperson in 2000. He is now involved in a range of business ventures and philanthropic activities, especially for youth and the learning-challenged.

Judith A. Cone is a vice president with the Kauffman Foundation. She is responsible for leading the Foundation's Entrepreneurial initiatives and heading its Knowledge Management team. Cone joined the Foundation in 1993 to work in the entrepreneurship focus area. She brings a unique perspective shaped by the Foundation's rich history and the promise of its future.



Cone has been responsible for a wide variety of programs and national initiatives including FastTrac and EntreWorld. FastTrac is an education program designed to help entrepreneurs improve their business skills and expand their networks. Under Cone's leadership, the program has expanded to serve nearly 100,000 people through specialized training programs and CD-ROMs. EntreWorld reaches approximately a million unique visitors a year.

Prior to joining the Foundation, Cone co-founded two management consulting firms with national clients such as AT&T, General Motors, and many global pharmaceutical firms. She has been involved in numerous volunteer programs devoted to providing others the knowledge and skills they need to lead productive lives.

Paul Magelli received his Ph.D. in economics at the University of Illinois and was awarded an honorary Doctor of Law by the University of Bristol, UK in 2003. He was awarded a Ford Foundation Fellowship and was named to the first class of American Council of Education (ACE) Fellows. He has served in a number of administrative positions at the University of Illinois, Wichita State University, Drake University, Metropolitan State College in Denver, and Parkland College in Champaign, Illinois. He was Chief Investigator of nearly \$50 million in grants for academic program development. He collaborated with Paul O'Prey to establish the Bristol Enterprise Centre, one of the most successful centers in the U.K. that manages intellectual property for four different institutions in Southwest England. Magelli founded OSBI Consulting, a fee-for-service graduate student managed consulting firm that specializes in training students in technology commercialization.

Robert J. Strom is Director of Research and Policy at the Ewing Marion Kauffman Foundation of Kansas City. Strom's responsibilities include support for academic and policy oriented research in the field of entrepreneurship. Prior to joining the Foundation in 1994, Strom was a visiting professor at the Bloch School of Business at the University of Missouri-Kansas City and vice president of the National Council on Economic Education.



Strom was assistant vice president for Public Affairs at the Federal Reserve Bank of Kansas City from 1986-1991. He was president of the Missouri Council on Economic Education and a Professor of Economics at the University of Missouri-Columbia from 1976-1986. Strom has also been a member of the economics department at Miami University in Oxford, Ohio.

He has served as a board member and consultant to several non-profit organizations and he has published articles in the area of economic education.

Mark D. Lay, Chairman, Co-CEO & Chief Investment Strategist of MDL Capital Management, Inc., has over nineteen years of investment experience. Lay concentrates on the company as a whole, is a member of the investment policy committee and focuses particular attention to portfolio management, strategy and new product development.

Recently awarded the Ernst & Young Entrepreneur of the Year Award for Western Pennsylvania, as well as being featured on the cover of *Black Enterprise* magazine as one of the “Top 50 African Americans on Wall Street,” Lay has set a solid foundation for growth at MDL. Prior to founding MDL, Lay worked as an account executive at Dean Witter Reynolds, Inc. He was also Vice President in foreign exchange trading at Citicorp Investment Bank, responsible for hedging portfolios using government bonds, futures, and commodities.



Lay is a regular with CNBC, Bloomberg, *Black Enterprise* magazine, *Time*, and *Forbes*, as well as a guest speaker for such groups as International Foundation of Employee Benefit Plans and The National Association of Securities Professionals and The Fixed Income Summit.

Lay is active in the Western Pennsylvania community and sits on the Board of Trustees of the Pittsburgh History & Landmarks Foundation, Pennsylvania Economy League, Urban League of Pittsburgh, NEED, Mentoring Partnership of Southwestern PA, Manchester Youth Development Center, and the Beaver County Head Start. He is also a member of the Board of Visitors Howard University School of Business. Lay holds a B.A. degree in Economics from Columbia University.

William J. Dennis, Jr. is currently a Senior Research Fellow at the NFIB Research Foundation in Washington, D.C., and directs its activities. He has been employed since 1976 in various research capacities by the National Federation of Independent Business, the nation's largest small business trade association. Prior to his affiliation with NFIB, he spent six years as a professional staff member in the United States House of Representatives.



Dennis's experience includes: Founder and Editor of the National Small Business Poll; Wilford White Fellow - International Council for Small Business; Fellow - United States Association for Small Business and Entrepreneurship; International Reference Group of the Swedish Foundation for Small Business Research; Entrepreneurship Research Consortium; President, International Council for Small Business; Business Research Advisory Committee, U.S. Bureau of Labor Statistics; and member of the Steering Committee, Key National Indicators Initiative B, the third panel of the National Academies of Science. He received a Special Advocacy Award for research from the U. S. Small Business Administration in 1998. Dennis's research activities focus on small business and public policy.

Come to Washington, D.C., in June for the 50th ICSB conference, to be hosted by USASBE

The United States Association for Small Business and Entrepreneurship (USASBE) invites you to attend the 50th World Conference of the International Council for Small Business (ICSB). The conference will be held in the Crystal Gateway Marriott June 15-18, 2005.

The International Council for Small Business, founded in 1955, is the oldest and largest global membership organization dedicated to examining and discussing issues affecting



the teaching, research, and delivery of entrepreneurship and small and medium enterprise world-wide. Collectively, over 2,000 members of ICSB, through their eleven national affiliates, work and assist tens of thousands of individuals currently in business or desiring to start a business relatively soon.

The conference organizers anticipate the attendance of approximately 500-700 of the leading teachers, researchers, policy-makers and practitioners interested in entrepreneurship and small and medium enterprise. Attendees will come from around the world including Europe, Brazil, Japan, Republic of China, Singapore, Korea, Southern Africa, Australia/New Zealand, Canada, Puerto Rico/Caribbean, and the United States.

Greetings from the President-Elect

I am looking forward to seeing you all in Indian Wells at our latest, greatest USA SBE Conference! Howard Van Auken and his team have put together what is predicted to be the best conference in our history. It looks like it will beat all previous attendance records, also.

Your board has had a productive year and we have been busy striving to meet our mission: to be the premier entrepreneurship education organization. We focused on this mission and what it really means for USASBE at our executive board retreat in July, hosted by the Edward Lowe Foundation. Thanks go to the Foundation and Jim Davis, from Notre Dame University, who facilitated the meeting. Our phenomenal growth, particularly in the last five years, has been a positive for USASBE. At the same time, to be the best we can be, we need to manage our growth and spark innovation by ensuring that our structure fits the needs of our organization. We must continue to create value for our membership. In this regard, President Chuck Matthews appointed a task force to explore the issues around our growth and the divisions. By supporting strong leadership in the divisions, we not only strengthen the division structure, but the organization as an entity. We must encourage open, inclusive communication among our division members. In this regard, the executive board has tried to address these issues directly by providing officer training, attending division meetings, increasing communication with divisions, updating the procedures manual on a timely basis, and creating better review procedures.

Past President Frank Hoy and I will be holding sessions on Friday and Saturday entitled, "Building Effective USASBE Leaders." We encourage all members interested in becoming future officers or leaders – no matter if it is your first conference or your tenth – to join us in what we hope will be an informative, interactive session covering such topics as available opportunities, responsibilities, time commitments, and rewards. Dr. Hoy is the recipient of the Academy of Management Mentor Award, among others, and this session promises to be an excellent opportunity to explore how service fits into your overall career and life plan from one that knows it best.

I look forward to seeing you and serving as your 2005 President. Please feel free to contact me at any time with your suggestions and input. This is your organization. Let's all contribute to making it the best it can be!

Dianne Welsh

Liaison is published by the Turner Center for Entrepreneurship at Bradley University for the U.S. Association for Small Business and Entrepreneurship. Questions or comments should be directed to Fred L. Fry, Editor at ffry@bradley.edu.