



Spring 2005

Volume 16 No. 1

## **From the President**

Dianne Welsh

Greetings! Welcome to the first issue of the 2005 newsletter with our new Newsletter Editor, Brent Nicholson. I would like to thank Brent for agreeing to “pick up the reigns” from Fred Fry, our longstanding editor who is the new editor of the *Journal of Small Business Strategy*. There are no words that can express our thanks for his many years of service, both as the USASBE photographer and newsletter editor. John O’del has stepped in as photographer. Thanks John!

This is an exciting year for USASBE. We now have over 700 members and we continue to grow. At last year’s executive board retreat, we focused on mission and vision. In an effort to meet our vision to be “the premier entrepreneurship education organization,” we need to focus our research efforts on the many facets of entrepreneurship education and pedagogy, rather than all aspects of entrepreneurial research. Of course, research is just one part of what we do as an organization. Our activities center on outreach. We are pleased to be having our 2006 Conference with the Small Business Institute® (SBI) in Tucson. GERALYN Franklin, the USASBE/SBI Conference General Program Chair and USASBE Program Chair, is working hard with Kirk Heriot, the USASBE/SBI General Program Co-Chair and SBI Program Chair, to deliver a great program with Joan Gillman, our Executive Director. Please make sure to read the section on the upcoming conference in this newsletter.

We are a member driven organization. Each member of USASBE is a member of two or more divisions. I have asked the officers as well as the Vice President of each of the ten divisions to develop three goals to accomplish for 2005. These goals are listed as they were sent in with a few revisions to fit the newsletter length. Of course, they cannot do this alone. They need your input and assistance. Please read the goals below for the divisions you are a member of and get involved in your divisions to make them better. All ten division’s officers are listed on the website with contact information. Pick up the telephone; send them an email-get involved! Feel free to contact me anytime. WE NEED YOU!

**USASBE/SBI January 12 – 15, 2006  
Tucson, Arizona**



**Golden Opportunities for Entrepreneurship**  
**ICSB 50th World Conference**  
**Washington, DC**  
**June 16-18, 2005**  
**Public Policy Pre-conference June 15, 2005**  
**Crystal Gateway Marriott**



USASBE will serve as host of the 50<sup>th</sup> World Conference of the International Council for Small Business in June 2005. The last ICSB World Conference hosted by USASBE was in 1997 in San Francisco. For 2005, USASBE will be hosting a world-class event in Washington, DC that will celebrate this important anniversary. The theme for the conference will be *Golden Opportunities for Entrepreneurship*.

**Remember!! Early registration ends April 30,2005!!**

## Conference Themes:

- Consulting, training and advising SME's
- Ethics in entrepreneurship
- Youth entrepreneurship
- Workshops and paper sessions for educators in entrepreneurship
- Family business
- Technology, venture capital, angel investments, and supporting high-growth entrepreneurship
- Women in entrepreneurship
- Franchising
- Entrepreneurship as economic development (including micro credit, community and social entrepreneurship)

## Pre-conference Events:

### Harvard Business School

**Tuesday, June 14, 9:30 a.m. to 3 p.m.** by **Professor Michael Roberts**, Executive Director of the Rock Center for Entrepreneurship at Harvard Business School, and Case Development at HBS.

Harvard Business School Publishing is pleased to sponsor a seminar on "Teaching Entrepreneurship with Cases" at the ICSB conference. The seminar will cover topics including: design of entrepreneurship curriculum at the course and module level, timing and sequence of cases, developing your own materials, preparing a case for teaching, managing classroom dynamics, managing questioning and transitions, exams and grading. The seminar will also feature the opportunity to discuss the preparation and actual teaching of two entrepreneurship cases in detail.

The registration fee is \$150. To register, please email Harvard Business School Publishing [cmtsmktg@hbsp.harvard.edu](mailto:cmtsmktg@hbsp.harvard.edu). Include your university contact details, as well as a VISA, MasterCard, or AMEX number and expiration date. Registration deadline: May 6, 2005. Please note that space is limited. This program is open to teaching faculty members at degree-granting colleges and universities.

### Putting Ethics into Your Entrepreneurial Curriculum

**Wednesday, June 15, 9:00 a.m. to 11:30 a.m.** by **Brent Nicholson**, Director of Entrepreneurship Academic Programs at the Dallas/Hamilton Center for Entrepreneurial Leadership and Chairman of the Department of Legal Studies at Bowling Green State University. Registration at 8:30 a.m., continental breakfast provided by Center for Entrepreneurial Stewardship (CES)

The purpose of this session is to give you tools to address and discuss seven key questions that entrepreneurs must ask themselves when addressing ethical situations. All questions center on the role and dignity of people.

- Who am I?
- What is my work?
- What is my responsibility to my community?
- Can I do well and do good at the same time?
- Is there a relationship between my success and significance?
- How do I balance the demands on my time?
- How much is enough?

The program highlights a practical, virtue based curriculum and tools for teaching business ethics. Our goal is to equip business professors with solid teaching tools and discussion questions to teach ethics to young entrepreneurs. We strive to help entrepreneurial students to think through ethical situations before they encounter them.

To register – please check the box on the registration page or email [usasbe@bus.wisc.edu](mailto:usasbe@bus.wisc.edu) and include that you are registering for the Ethics pre-conference. There is no additional fee attached.

### **Public Policy Pre-Conference**

**Wednesday, June 15, 12:00 noon. to 5:30 p.m.** Sponsored by The Small Business Administration, Office of Advocacy and the National Federation of Independent Businesses

#### **Topics will include:**

- An International Perspective on the Costs of Entry and Exit for a Business
- Importance of SME Owner Participation in the Political Process
- International Lessons on Technology Transfer, Innovation, and Entrepreneurship
- SME Labor Challenges: Workforce & Knowledge
- Global Efforts to Reduce Regulatory Burden
- International Discussion on Working Capital

The pre-conference will include several prominent experts on public policy and entrepreneurship. Speakers and panelists already confirmed include:

**William Dennis**, National Federation of Independent Business

**Thomas Sullivan**, Chief Counsel for Advocacy, U.S. Small Business Administration

**Catherine Swift**, President, Canadian Federation of Independent Business

**Bo Carlsson**, Professor, Case Western Reserve University

**Brian Headd**, Office of Advocacy, U.S. Small Business Administration

**Charles Ou**, Office of Advocacy, U.S. Small Business Administration

See <http://www.icsb2005.org> for information on registering for this pre-conference.

### **All Conference Gala Event:**

The Gala Event will be held at The Ronald Reagan Building & International Trade Center in the spectacular atrium.



More information on conference details can be found at our web site:

<http://www.icsb2005.org>



## 2005 DIVISION GOALS

(Alphabetical Order by Division Name)

### **Corporate Entrepreneurship Division** **Vice President: Jeff Hornsby, Ball State University**

1. To put together a panel of top researchers to tackle the topic. "The Validity of Corporate Entrepreneurship as an Entrepreneurship Discipline."
2. To publicize USASBE as an outlet for researchers from the Entrepreneurship Division of the Academy.
3. To invite 2-3 top researchers in CE to give a symposium of current research findings.

## **Entrepreneurial Support Organizations Division**

**Vice President: Janice M. Twombly, The Rhythm of Business Inc.**

1. Increase active division participation by an average 20%. Active participation is defined by paper and workshop proposals submitted, reviewers engaged, and papers/presentations shared outside of the conference.
2. Introduce a forum for communication among division members between conferences.
3. Hold our third annual division knowledge sharing and relationship building meeting as a pre-conference session. Sponsor and coordinate with SBI to help them hold their pre-conference session in a way that complements, but does not conflict, with the objective of the ESO Division. Attract attendance at least equal to the 2005 attendance (approximately 50 people).

## **Entrepreneurship in the Arts Division**

**Vice President: John O'del, Rhode Island College**

1. Increase the membership of the Division.
2. Increase the number and quality of submissions for upcoming USASBE meetings.
  - 3a. Establish a syllabus exchange via the USASBE site.
  - 3b. Create/enhance Entrepreneurship in the Arts Division website.

### **Achieving the goals:**

All the officers will participate in accomplishing these goals. Efforts will include early (and regular) notification of the upcoming USASBE conference and the request to prepare submissions. Also, the creation of an occasional newsletter to inform Division members of activities/objectives of the Division will be utilized to facilitate individual and cooperative efforts in this regard. The Division will work with USASBE (and its appropriate Divisions) to create a new, or contribute to the existing, syllabus exchange. This and the development of the website will assist in providing items of value for Division members whether these items be establishing professional contacts or supporting the educational efforts of Division members.

## **Entrepreneurship Education Division**

**Vice President: Sherry Hoskinson, University of Arizona**

1. Review division award categories and modify/expand, as appropriate. Clarify eligibility criteria and complete by June 30. **Rationale:** Entrepreneurship has grown and broadened significantly in recent years so categories should be reflective of the scope and influence of education offerings. Potential nominees should be able to clearly distinguish category appropriateness.
2. Utilize USASBE.org Division News page to implement education division newsletter type information sharing. Invite members to submit information on new syllabi (coordinate with syllabus exchange), curriculum, research, datasets, achievements, growth, initiatives, grants, faculty announcements, etc. Disseminate the information via email as well as through USASBE website. Aggressively

recruit this material from program award nominees and winners in an effort to retain ongoing membership. Initial announcement and request to members by March 30. **Rationale:** Increase division communication and collaboration which will strengthen division and membership retention

3. Develop and institute a plan for the electronic submission and distribution of nomination materials. Update nomination process to include initial nomination materials to be forwarded with supplemental materials to final round judges.  
**Rationale:** Create better, more inclusive information package for final round judges without increasing resource outlay for nominee programs. Better programs will have a better chance of being recognized.

### **Family Business Division**

**Vice President: Shawn Carraher, Cameron University**

1. Increase the number of symposia submissions to at least 3 and paper submissions to at least 10 for the 2006 conference. Additionally we would like the papers to be of such quality that we would be willing to give the Outstanding Paper Award sponsored by our division.
2. Increase our relationships with SBI and other USASBE divisions in an effort to increase our value to our division members and to USASBE. We would like to have at least 25% of our submissions be dual submissions.
3. Elect new Division officer (Program Chair elect) by May in order to allow this officer to be involved in the development of professional recognition and development activities for both academic and non-academic members.
4. Seek to co-sponsor a pre-conference activity that may provide utility to both academic and non-academic division members.
5. Increase division membership from 76 regular and student members [number of members as of Jan. 29, 2005] to 100 regular and student members.
6. Continue to seek new and innovative ways in which to celebrate the achievements of division and association members and helping them to fulfill their achievement, recognition, and self-actualization needs of our members. The Division officers have been tasked with the duty to brainstorm on recognition programs that reinforce the value of the division to its members. Awards suggested have included Outstanding Center Director, Outstanding Research, and Outstanding Educator.
7. Identify and begin a division-wide research agenda based upon the needs of researchers and Center Directors alike. It has been suggested that the Center directors be polled on areas in which they would like see research and an award for the best paper addressing those issues could be awarded. Additionally due to the dual nature of the division it has been suggested that two special liaisons (outside of the line officer positions - e.g. they are appointed for a year and are not promoted to higher office) be appointed to work with special programs - one representing the academic side of the division and the other representing the Director side of the division. Out of these efforts it is our goal to establish a short working paper identifying at least 10 desired areas for research within Family Business and establish an externally funded award to reward said research within the next three years.
8. Retain the Family Business Center Directors.

## **Individual Entrepreneurship Division**

**Vice President: Jill Kickul, Simmons School of Management**

1. The Individual Entrepreneurship Division intends to increase membership by building a sense of community among the division members. Continue to develop ways for members to meet and connect with others who share their interests in the domain topics of the division.  
**How?** Build a USASBE Internet Web Community. The Coleman Foundation awarded the division a \$5,000 grant to construct and test a prototype threaded discussion message space built into the USASBE website. We are working with Stan Kitson of Kitson Marketing to design and test the entrepreneurship discussion space. Testing is currently going on within a space on the Kitson web server. Once the discussion space is working, it will be imported into the USASBE website and all registered USASBE members can begin participating in an entrepreneurial discussion space. The idea of a USASBE web community discussion space had been previously discussed. The Individual Entrepreneurship Division has taken the initial steps to make USASBE more of an entrepreneurial community.
2. Move Social Entrepreneurship forward in the academic entrepreneurship community over the next year (as mentioned at USASBE and in email discussions).
3. Find synergies between individual entrepreneurship main topic areas and social entrepreneurship interests (new partnerships, research agendas).

## **International Division**

**Vice President: Sherry Sullivan, Bowling Green State University**

1. Clearly delineate and document the expected roles of the officers.
2. Provide coaching to program chair.
3. Complete any relevant unfinished business of the previous administration.

## **Small Business Division**

**Vice President: Brenda Joyner, Loyola University-New Orleans**

1. Increase membership for the division.
2. Increase the number of submissions of both papers and workshops for the 2006 Conference.
3. Develop a special pre-conference program sponsored by the Small Business Division.

## **Technology Entrepreneurship Division**

**Vice President: John Rollins, Jr., The George Washington University**

1. Fill all four division officer positions, for the first time, with committed individuals. Have officers of the division communicate with the membership of the division periodically throughout the year.

2. Draft a Mission & Domain Statement for the division which reflects the expressed desires of the members. Have it posted on the division's page on the USASBE site.
3. Develop a comprehensive program track for the 2006 Tucson meeting which reflects the stated interests and desires of the membership of the division, as expressed in the division's two meetings in Indian Wells in 2005. Also, improve on the quality and number of division papers and workshops submitted and accepted in the past two years—four in 2005 and ten in 2004—and consider the possibility of a pre-conference in 2006.

### **Women and Minority Division**

**Vice President: Cathy Folker, University of St. Thomas**

1. Sustain Membership - this year 2005, the theme was on Diversity and perhaps drew a larger crowd. We want to sustain our membership and get them involved in the division.
2. Participation - we had one of the top participation rates in 2005. For 2006, we want to maintain that momentum, but also continue to increase the quality of the presentations and content of the papers. Therefore we will work on better reviewing and also decreasing the acceptance rate from the 2005 - 80% to below 70% if possible without rejecting any quality papers/workshops.
3. Special Programs: In the past the division has had case teaching workshops and awards for mini-cases. In 2006, we will highlight this work with a workshop session (put together by our new Program Chair and mini-case winner, Ethné Swartz) that will be an interactive session with the award winners presenting their cases and also have speakers on getting cases published.

## **Reports**



### **Report on 2005 USASBE Annual Meeting**

The 2005 annual USASBE meeting was held January 13-16 in Indian Wells California. This year the meeting was held jointly with SBI. The conference attracted approximately 600 members. This was the largest USASBE conference attendance yet. Much of the success of the conference can be attributed to the year-long efforts of Howard Van Auken (Program Chair), Joan Gillman (Executive Director), Shawn Carraher (Competitive Papers Chair), Jon Richards (Workshop/Symposium Chair), Janet Nixdorff (Exhibits Chair), Pat Dickson (Proceedings Editor), Thaddeus McEwen (Welcome Chair), Judy Shaeffer (Conference Registration), and Stan Mandel and Jeff Cornwall (Co-Chairs, Golf Outing).

Four pre-conferences included sessions by NACCE, Acton Institute, Entrepreneurial Support Organizations, and Starting and Advising Entrepreneurial Student Organizations. Post conference sessions included sessions by Harvard Case Study and AACSB. The

conference had a total of 161 papers and workshops. Papers and workshop presentations by division were:

<u>Division</u>	<u>Papers</u>	<u>Workshops</u>
Entrepreneurship Education	11	10
Minority and Women	12	3
Family Business	6	5
International	5	4
Individual	12	3
Small Business	3	6
Corporate	8	3
Arts	5	5
Technology	6	5
Special Topics	0	7
Entrepreneurship Support Organizations	0	6
Coleman	0	7
SBI	24 (includes cases)	5

A special thank you to our conference: (1) sponsors: The Coleman Foundation, The John E. and Jeanne T. Hughes Foundation, Ewing Marion Kauffman Foundation, The Edward Lowe Foundation, Entrepreneur Media, Lawrence N. Field Center for Entrepreneurship at Baruch University, Thomson South-Western Publishing, Direct Selling Education Foundation Acton Institute, National Federation of Independent Business Foundation, National Collegiate Inventors & Innovators Alliance (NCIIA), U.S. Small Business Administration – Office of Advocacy, Students in Free Enterprise (SIFE), Rowan University, John Carroll University, Wilkes University, University of Cincinnati, University of Texas-El Paso, Texas Christian University, and Iowa State University; and (2) exhibitors: The Planning Shop, ICSB, Thomson South-Western, Kauffman Foundation, USASBE 2006, Entrepreneur, SBI, Edward Elgar, Prentice Hall, DECA, Global Student Entrepreneurs, Coleman Foundation, SEA, Blackwell Publishing, SIFE, Collegiate Entrepreneurs' Organization, Business Week, McGraw-Hill, Acton Institute, Berne University, International Franchise Association.

## **Arts Division**

A sincere thank you for your interest and your involvement. A note of welcome to new members!

I am especially pleased to be of a part of this Division and want to assist in its growth and development.

This is YOUR Division! We can serve ourselves and each other through combined efforts and benefiting from shared experiences.

One of the goals of this Division for this year is to increase the membership and vitality of this Division. We ask that you share your knowledge of this Division and of USASBE with other interested parties. For example, with other faculty, artist-entrepreneurs, and

students who may be interested in joining a network of committed individuals with similar goals.

We would like to encourage you to submit papers for the upcoming USASBE meeting in Tucson. Contact: Mark Hoelscher [mlhoels@ilstu.edu] or John O'del ([jodel@ric.edu](mailto:jodel@ric.edu));

In the upcoming weeks a newsletter to members of the Entrepreneurship in the Arts Division will be sent to keep you informed of what is going on in your Division and to let you know how you can get involved. This Divisional newsletter could serve as a 'clearinghouse' of information to provide to other members of the Entrepreneurship in the Arts Division. If you have any information you would like to have included, please email me at [jodel@ric.edu](mailto:jodel@ric.edu).

Thank you for being a member.

J. O'del



## **The Education Division – “Sharing the Wealth”**

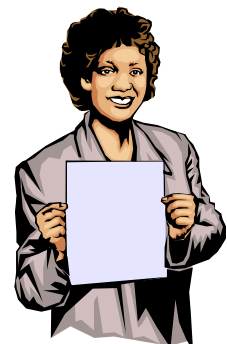
The syllabus exchange was just the beginning! Education is core to the USASBE mission. Entrepreneurship education is as dynamic, innovative, and as fluid as entrepreneurship itself. Over the next year, the education division will be working to capture some of that terrific energy in the vision of new programs, initiatives, courses, and ideas in the USASBE.org division news pages. Look for regular articles, announcements, and invitations to share your program's accomplishments. This will be a great opportunity to learn from our colleagues in the most exciting discipline and to advance the goals of USASBE and entrepreneurship education.

Don't be surprised if you are called on to share your newest venture in education with your fellow USASBE members. Areas of focus include curriculum, research, datasets, achievements, growth, initiatives, grants, faculty announcements, etc.

Contact Sherry Hoskinson at [shoskinson@eller.arizona.edu](mailto:shoskinson@eller.arizona.edu)

## **Minority and Women's Division Report**

The USASBE 2005 conference in California was truly a bumper year for our division. We had one of the top participation rates at conference, with a record number of paper and workshop submissions. We are also proud to report that several of our workshops drew on local participation of women business-owners, and officers of local business support organizations. One of the liveliest workshops, led by Annemarie Almeida, focused on the contributions made by women's business centers across the USA. Other workshops and competitive papers debated the state of research contributions in the area of



women and minority owned business. Our division also sponsored one of the keynote speakers, Mark Lay, Chairman and Co-CEO of MDL Capital Management Inc.

Having had such a great year, we will clearly be striving to maintain membership participation and encourage greater involvement in the division. Hence, over the next year, our goal is to focus on improving quality and content of papers and workshop submissions. Reviewers play a crucial role in this process and thus, we will highlight the contributions of reviewers by naming a “best reviewer” based on the substantive content of the feedback that reviewers provide to both authors and to the program chair.

The 2006 conference will witness a continuation of our initiative around case writing and teaching in the form of the Women and Minority-Owned Business Case Writing Incubator, and made possible by a grant from the Coleman Foundation. Commenced in 2003, the objective of this initiative was to provide support for the writing of cases of women and minority owned businesses, with a view to eventual publication in entrepreneurship or management journals. This year we again wish to invite submissions from case writers for 3 case awards. These case writers will present at the 2006 meeting in Arizona. Finally, the conference in Arizona will also have a pre-conference which will focus on case teaching. During conference the case theme will continue with a workshop session that will be led by past case winners who will present and reflect on the process of getting their cases published.

So, for those USASBE members who have not yet made our acquaintance through participating in a conference session, we would urge you to consider checking us out via the USASBE Web site or at conference in Arizona in 2006!

Ethné Swartz, Program Chair and Cathy Folker, VP Minority & Women’s Division 2005

## **Social Entrepreneurship Presentations at June ICSB Meeting and Beyond**

We have a number of opportunities to move Social Entrepreneurship forward in the academic entrepreneurship community over the next year. The following are possibilities:

**ICSB**, Washington DC, June 15 – 18, 2005. I wrote a workshop proposal that was accepted. We may have to adjust the presenters based on who plans on attending. Please let me know presenting.



**Academy of Management**, Honolulu, early August, 2005.

**USASBE**, Tuscon, Arizona, January 12-15, 2006. Some preliminary work has been done for a possible proposal for a preconference program on the Thursday the conference begins. Who would be interested in working on one, two, or more Social Entrepreneurship workshops or papers for this conference? There was one Social Entrepreneurship workshop in 2003, one workshop and two papers in 2004, and two workshops in 2004. As many of you know, the rooms were large and full of people, so there is certainly interest in the topic.

It's never too early to think about AOM 2006 and perhaps other conferences that some of you attend. I also have another related topic to discuss.

Regarding building more communication about what we are thinking and doing for Social Entrepreneurship, I want to invite all of you send me your list of what are the main topics of interest for Social Entrepreneurship. I am completing a project for USASBE (with the help of a \$5,000 Coleman grant) to build and put on line a threaded discussion group for USASBE members. This project was started with the support of the Individual Entrepreneurship Division which has served as a home for Social Entrepreneurship. for the past three years.

A beta version is working at the moment on a private server, and will soon be put on line at the USASBE website as soon as I complete the initial topics listings. I am assembling research, teaching, and community outreach topics for all the ten divisions of USASBE plus our own virtual Social Entrepreneurship space. I need your help with any and all discussion topics that you think should be added.

My working name for this is the "USASBE Entrepreneurship Discussion Forum". It is designed to help members better communicate with each other on topics of interest and hopefully form more of a community. I hope we can use this forum to help us all better understand and move forward Social Entrepreneurship.

I think we will accomplish a lot more with a united approach (a Social Entrepreneurship strategic alliance?) and produce a greater impact on USASBE, ICSB, and AOM conferences and member's perception of social entrepreneurship. In addition, I know some of you are working on Social Entrepreneurship research and perhaps we could use this email list to help people find research partners for particular projects. Let me know what you are thinking.

Robert S. D'Intino  
Rowan University  
956-256-4926  
dintino@rowan.edu

## **USASBE/SBI 2006: “The Changing Entrepreneurial Landscape”**

The United States Association for Small Business and Entrepreneurship (USASBE) and the Small Business Institute® (SBI) will hold the USASBE/SBI 2006 Joint Conference in Tucson, Arizona, January 12-15. Competitive papers and workshops are being solicited, and the submission due date is August 15, 2005. Submissions will be made via an online submission system at <http://www.usasbesbi2006.org>.

The Coleman Foundation will provide scholarships for conference registration and hotel accommodations for entrepreneurship educators in the United States who have not previously been a member of USASBE to attend USASBE/SBI 2006 in Tucson. A Coleman/USASBE scholarship reimburses first-year recipients for conference registration fees and three nights' of hotel lodging at the conference hotel. Individuals who have

already received an initial scholarship are eligible for a conference registration fee reimbursement scholarship in year two and year three. You may apply for a Coleman/USASBE scholarship at the time you register to attend USASBE/SBI 2006. Scholarships are available on a first-come basis. For complete information on scholarships and the conference, go to <http://www.usasbesbi2006.org>. Or, contact GERALYN FRANKLIN, General Program Chair, at [franklin\\_g@utpb.edu](mailto:franklin_g@utpb.edu).

## Think USASBE/SBI 2006 in Tucson

### *Did you know?*

- Tucson is the oldest continually inhabited settlement in the United States. Five flags have flown over Tucson, those of Spain, Mexico, the United States Confederacy, the Union, and the United States.
- Tucson is a sophisticated city of 800,000 that can feel relaxing like a sleepy desert town. The city rests in a lush valley surrounded by five mountain ranges.
- Tucson is surrounded by the world's largest concentration of saguaro cactus. The Sonoran Desert is the only place in the world where the giant saguaro cactus grows.
- In Tucson, city slickers mingle with cowboys.
- Walk in John Wayne's steps at Old Tucson Studios. Old Tucson Studios is known as "Hollywood in the Desert." More than 200 movies, commercials, documentaries, and television shows have been filmed there since 1939.
- Mt. Lemmon is the southernmost ski area in the continental United States, and it is the only peak named for the first woman who climbed it.
- Quarter horse racing was invented at Tucson's historic Rillito Downs.
- Tucson is consistently rated as one of the best golfing destinations in the west.

### ~~Max Wortman~~

It is with great sadness that we pass along the message that Max Wortman has passed away. He was a mentor to many of us and a great friend of USASBE.

He died at 12:30 a.m. on Friday, March 25. He had a stroke in his sleep and never regained consciousness. We will all miss Max. He gave much to us all and his legacy lives in those many people whom he helped along the way.

The Memorial for Max will be Sunday, April 17, 2005 at the Collegiate Presbyterian Church in Ames, Iowa. Max's widow is Cora Wortman. Her phone number is 515-232-0915 in Ames. The address is 3010 Kellogg Avenue, Ames, IA 50010.

