



Celebrate Entrepreneurship in the Desert at USASBE 2005

USASBE 2005 is shaping up to be the best conference ever. With a theme of "Entrepreneurship in a Diverse World," the conference will be held at the Renaissance Esmeralda Resort in Indian Wells, California, near Palm Springs. This year, the Small Business Institute (SBI) is joining USASBE for a combined conference. This provides opportunities to renew acquaintances with old friends as well as hear a wider set of papers and workshops.

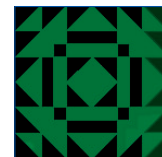
The Renaissance Esmeralda Resort is located 13 miles east of the Palm Springs International Airport. Surrounded by two championship golf courses and views of the stunning Santa Rosa Desert Mountains, the resort has three pools (one with a sandy beach for kids' play), two whirlpools, full-service spa, fitness center, tennis and golf just steps away.

The planning team for this year's conference is Howard Van Auken, program chair; Shawn Carraher, competitive papers chair, and Jon Richards, workshop chair. They, of

course, will be assisted by Joan Gillman, Executive Director; and USASBE President Chuck Matthews. This year's conference also offers several optional tours for spouses or guests, including desert tours and a trip to wine country. Check the USASBE web site for details and prices on those tours. The now-annual golf outing for members is also available.

Time is running short to submit papers and workshop proposals. The deadline for submissions is August 13. Papers should be sent to Shawn Carraher at shawn_carraher@tamu-commerce.edu. Workshop proposals should be sent to Jon Richards at jonbdc@uci.net. See a list of topics at right. As in the past, there will be awards for several categories of papers and workshops. A new feature this year is poster sessions for works-in-progress.

You can register for both the conference and hotel online. For conference registration, go to the USASBE website, www.usasbe.org. For the hotel, go to www.renaissanceesmerald.com and use group code 'usasbe.'



Choose One of Many

Topics for Papers and Workshops

Topics for USASBE 2005 may be submitted on any of the following topics. Other topics of interest to members may also be considered.

- Entrepreneurship Education
- Individual Entrepreneurship
- Minority and Women Entrepreneurship
- Small Business
- Technology Entrepreneurship
- Family Business
- Corporate Entrepreneurship
- International Entrepreneurship
- Entrepreneurship in the Arts
- Entrepreneurship across the Curriculum
- Entrepreneurial Support Organizations
- Accounting and Finance Issues
- Community Development, Outreach and Fundraising
- E-Business, Information Systems, and Technology Issues
- Management and Marketing Issues
- Entrepreneurial Consulting
- Social Responsibility, Legal, and Environmental Issues
- Teaching Cases
- Poster Sessions (for work-in-progress)



For more information about the conference, go to www.usasbe.org

USASBE Establishes Two Prestigious Achievement Awards

USASBE has established two new awards for extraordinary achievement related to entrepreneurship, and the first recipients – for whom the awards were named – were honored. Nominations are now sought for the second annual awards for each.

The John Hughes/USASBE Award for Entrepreneurial Advocacy was established, with John Hughes being recognized as the inaugural recipient. This award recognizes excellence over time in furthering the cause of entrepreneurship. To be eligible for the John Hughes award, nominees:

- shall have risen to the highest level of advocacy of entrepreneurship in either academia or practice;
- shall be an individual or organization (for-profit or not-for-profit) that has consistently provided encouragement; support; physical, intellectual, or spiritual resources; and time, talent, and/or skills to fostering entrepreneurship in education, practice, and/or other venues;
- should demonstrate development and/or financial contribution to further the cause of entrepreneurship;
- need not have founded a company (or organization) and may come from the corporate world or any level of academia;
- must be present at the USASBE Annual Meeting to receive the award.

The award need not be made every year.

To nominate a candidate for the John Hughes award, submit a letter to USASBE no later than August 31, 2004. The letter should provide evidence of sustained advocacy for entrepreneurship. Please provide a 600 word assessment of the nominee that demonstrates the criteria outlined above. Please include the names, addresses, and contact information of two or three references who would be willing to write a letter of support. The selection committee consists of the President,

President-Elect, Immediate Past-President, and one member appointed by the President.

The second award is The Max S. Wortman, Jr./USASBE Award for Lifetime Achievement in Entrepreneurship. This award was first given in 2004, and the inaugural recipient was Max Wortman. This award was instituted on the occasion of the 22nd anniversary of the founding of the United States Association for Small Business and Entrepreneurship. The award will henceforth be presented to a worthy recipient in recognition for a lifetime of entrepreneurial achievement that encompasses the ideals of entrepreneurial activity – through new venturing, corporate venturing, or social venturing. Eligibility extends both to those who have pursued a lifetime of successful venture creation as well as to those whose life pursuits supported and advocated the entrepreneurial ideals. The review committee shall consider the originality, depth, breadth, and impact of the entire body of the nominees' entrepreneurial pursuits and impact in making its recommendation to the USASBE Board. The recipient is invited to give a speech on the impact of entrepreneurial activity throughout his or her lifetime at the annual USASBE conference in January.

To be eligible for the Max Wortman Award, nominees:

- shall have risen to the highest level of entrepreneurial achievement in either academia or practice throughout the nominee's lifetime;
- should be an individual or organization (for-profit or not-for-profit) that has consistently demonstrated an unwavering drive, dedication, and determination for pursuing entrepreneurship in education, commerce, and/or other venues;

- should have devoted a lifetime of commitment to individual, organizational, and/or social entrepreneurship;
 - need not have founded a company (or organization) and may come from the corporate world or any level of academia;
 - must be present at the USASBE Annual Meeting to receive the award. Exceptions may be made for reasons of health.
- This award may be made posthumously and need not be made every year.

Letters of nomination are due to USASBE by August 31, 2004. Letters should contain an assessment of the nominee, not to exceed 600 words, that provides evidence of a lifetime in the pursuit of the highest ideals of entrepreneurship. Also include names, addresses, and contact information of two or three references who would be willing to write a letter of support. The review committee consists of the President, President-Elect, Immediate Past-President, and one member appointed by the President.

Questions regarding either award should be directed to:

Frank Hoy
College of Business Administration
University of Texas at El Paso
El Paso, TX 79968-0545
915-747-7727
fhoy@utep.edu

The deadline for papers and workshops is August 13, 2004.

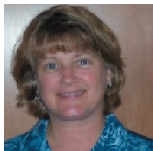
Jean von Allmen Leaves USASBE

Jean von Allmen, long-time assistant to USASBE and Joan Gillman, has recently left to take a position with Medical Sciences at the University of Wisconsin-Madison. Jean joined USASBE in 1997 and had worked with Joan Gillman and



the University of Wisconsin-Madison SBDC for 6 years prior to joining us. Jean was often the go-to person at conferences

whenever anyone needed a problem solved or just information about the conference or USASBE. She also did much of the administrative work at the USASBE headquarters in Madison. Jean's best characteristic was her dedication to making things work smoothly and the smile which greeted everyone who met her. Her duties became increasingly important as we grew from a 250-participant conference several years ago to over 550 participants this year in Dallas. Jean can still be reached at her old email – jmvonall@wisc.edu – if you'd like to wish her well.



Joining us is Judy Schaeffer. She is coming to USASBE from the Veterinary School, and has been with the university for 26 years. She will be joining us in Palm

Springs. When you call, say hello and introduce yourself.

Liaison is published for USASBE by the Robert and Carolyn Turner Center for Entrepreneurship at Bradley University. Questions or comments regarding the newsletter should be directed to: Fred L. Fry, Editor, Foster College of Business Administration, Bradley University, Peoria, IL 61625. e-mail ffry@bradley.edu

Call for Nominations

Who should be moving into a leadership role in USASBE? Is it you? It will soon be time to elect new officers for our association. Currently, we are seeking nominations for the following elected officer positions:

Vice President-Elect, Programs

This person will succeed Geralyn Franklin and will be responsible for our annual conference in 2007.

Senior Vice President, Operations

This person will succeed Stan Mandel and will serve a one-year term. The Senior Vice President, Operations coordinates the activities of USASBE's Function Officers (specified in our constitution).

Senior Vice President, Divisions

This person will succeed Melinda Harris and will serve a one-year term. The Senior Vice President, Divisions coordinates the operations of the division vice presidents.

Vice President, Development

This person will succeed Ed Rogoff and will serve a two-year term. The Vice President, Development is responsible for obtaining foundation and corporate support for USASBE.

Vice President, Research

This person will succeed Dot Moore and will serve a two-year term. The Vice President, Research encourages, accepts, and approves research activity within USASBE.

More information on all these positions is contained in USASBE's constitution, which is accessible at www.usasbe.org/about/bylaws.asp. Nominations are due by August 31, 2004. Please send nominations, including self-nominations, to:

Frank Hoy
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University of Texas at El Paso
El Paso, TX 79968-0545
915-747-7727, phone
915-747-8748, fax
fhoy@utep.edu

Changes in By-Laws Coming

A proposed change in USASBE's by-laws and constitution will soon be headed your way. To insure the overall strength of USASBE and its division structure, and recognizing that the heart of USASBE is in its membership participating fully, the following By- Laws Amendment is proposed for addition after the last sentence of Section 3. The essence of the change is to formalize the existence of interest groups as precursors to new USASBE divisions. Wording changes in the constitution will also be made, if approved, to be consistent with this structural change.

Article V, Section 4. Creation of New Divisions and Interest Groups.

That a new proposed division, upon presenting a signed petition by ten percent (10%) of USASBE members, and a majority affirmative vote of the board of directors, be considered an interest group on a probationary basis for three years. At the end of three years, a review of the interest group's activities, membership, participation, and organization will be made by the professional division review committee, with input from past and present officers of USASBE, board members, division officers, and past and present competitive paper chairs and workshop chairs. A recommendation concerning the interest group's probationary status will be made to the board of directors, and the board will do one of the following:

- Accept the interest group as a division.
- Continue the interest group's probationary status for another two years.
- Discontinue the interest group.

A special interest group chairperson will have a non-voting seat on the board of directors.

From the President

USASBE continues to make plans for the future as we will be hosting two noteworthy events in 2005. Beginning in January with the Annual USASBE/SBI conference, the year will kick off with a truly exciting meeting in Indian Wells/Palm Springs, California. This year's conference will bring together for a joint meeting two of the oldest and most respected entrepreneurship education organizations in the U.S. – USASBE and the Small Business Institute® (SBI). Then in June 2005, as the U.S. affiliate of the International Council for Small Business (ICSB), USASBE will host the 50th ICSB



Anniversary World Conference June 15-18 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. With over 2,200 members and 11 affiliates worldwide, the two most recent ICSB World Conferences in Belfast, Northern Ireland, and Johannesburg, South Africa, were benchmark programs with attendees from around the world. Come join us to celebrate this momentous occasion at what promises to be a truly memorable meeting.

USASBE has ten divisions. The core strength of USASBE can be found in the exciting and vibrant work of the members of these divisions. Please contact the VP's of the divisions in which you have an interest and become involved. Visit

the USASBE web site at www.usasbe.org to gather more information on your organization and to learn more about scholarship opportunities available to new attendees at the January meeting, thanks to the generosity of the Coleman Foundation. Be informed and be involved.

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

Charles H. Matthews
President

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