

USASBE

United States Association
for Small Business and
Entrepreneurship

LIAISON

SPRING 2008, VOLUME 19, NUMBER 1

TABLE OF CONTENTS

- | | |
|--|---|
| 1. Greetings from the President | 6. First Annual USASBE Doctoral Consortium |
| 3. 2008 Officer Appointments Announced | 7. USASBE 2008 Award Winners |
| 3. Mark Your Calendars for USASBE 2009 & 2010 | 9. 3-E Learning/ USASBE Best Teaching Practices Awards |
| 4. 2008 Conference A Big Success
Michael H. Morris, President-Elect | 10. Special Appreciation is Extended to the 2008 Sponsors |
| 5. Coleman Foundation Scholarships Program- A 2008 Conference Success | 11. Conference Award Sponsors |
| | 12. Thanks to the USASBE 2008 Exhibitors |
| | 13. USASBE 2008 Photo Gallery |

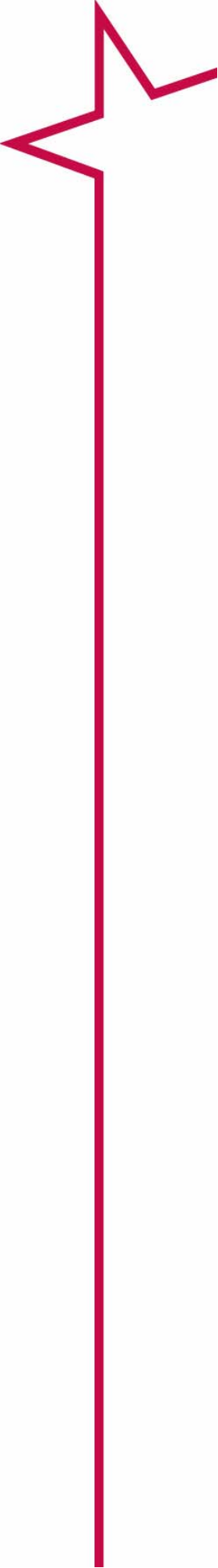


Jeffrey R. Alves
USASBE 2008-2009
President

GREETINGS FROM THE USASBE PRESIDENT

Welcome to the spring 2008 *Liaison*, the official newsletter of the United States Association for Small Business and Entrepreneurship (USASBE), the leading voice dedicated to creating the next generation of entrepreneurs through teaching and research.

Our year started with the tremendously successful USASBE 2008 Conference in San Antonio, Texas. A special thanks and congratulations go to Mike Morris, General Program Chair, and his team for making it all happen. The team included: Mike Goldsby, Competitive Papers Chair; Jeff Stamp, Competitive Workshop/Symposia Chair; Leslie A. Toombs, Competitive Cases Chair; Linda Niehm, Proceedings Editor; Larry Bennett, Director of Exhibits; Rahul Sawhney, Coordinator of Aquinex Conference System and USASBE Website; Roger H. Alderman, USASBE Executive Director; and Lori Parker-Szabo, USASBE



Administrative Assistant and Coordinator of Registration. There was a buzz and energy at the conference that reflected the stimulating competitive paper and workshop sessions, the engaging and thought provoking plenary speakers, and the rewarding networking with old and new friends and colleagues alike.

USASBE enters 2008 with new articles of incorporation, by-laws, and governance structure. The changes were the result of several years of self-assessment, discussions with members, partners, and sponsors, and a disciplined strategic planning process. These efforts culminated last year under the leadership of our Immediate Past President, GERALYN McClure Franklin. I believe that they position USASBE to become a stronger and more influential voice in entrepreneurship education and research through the development and delivery of quality programming.

The new Program Work Group is led by Senior Vice President – Programming Jeff Hornsby with members Senior Vice President Elect – Programming, Mark Weaver, Vice President of Conferences, Rebecca White, Vice President of Events/Programs, Tony Mendes, Vice President of Services, Bob D’Intino, and Executive Director, Roger Alderman. Their charge is to work with interest groups and strategic partners to develop a sustainable portfolio of programming in support of our membership and mission. They welcome suggestions and ideas from individual members and interest groups.

A great opportunity to meet and reconnect with colleagues from around the world is coming up. The location for the 2008 International Council for Small Business (ICSB) 53rd World Conference is in Halifax, Nova Scotia from June 22nd to 25th. And the 2010 ICSB Conference will be even closer in Cincinnati, Ohio.

And finally, mark your calendars for January 9th to 11th, 2009. The USASBE 2009 Annual Conference will be held at the Hilton Anaheim in Anaheim, California. Watch your email and the USASBE Website (www.usasbe.org) for more details.

I am excited by the opportunity to work with so many of you this coming year as we move USASBE into the future.

Jeffrey R. Alves
Allan P. Kirby Center for Free Enterprise & Entrepreneurship
Wilkes University
President, USASBE

2008 OFFICER APPOINTMENTS ANNOUNCED

USASBE President Jeff Alves, pursuant to the Association's Articles of Incorporation, has appointed the following individuals to various functional positions for the 2008 Program Year:

- Vice President, Conference – Rebecca White (Northern Kentucky University)
- Vice President, Events/Programs – Tony Mendes (University of Illinois)
- Vice President, Services – Robert D'Intino (Rowan University)
- Assistant Vice President, Publications – Leslie Toombs (University of Texas of the Permian Basin)
- Assistant Vice President, Electronic Publications – Robert Lahm, Jr. (Middle Tennessee State University)
- Secretary – Mark T. Schenkel (Belmont University)
- Historian – Harold P. Welsch (DePaul University)
- Auditor – Richard Chamblin (Millikin University)

In making the appointments, Alves noted that the Association was fortunate to have the services of such outstanding professionals and he expressed appreciation for their willingness to serve.

MARK YOUR CALENDARS FOR USASBE 2009 AND 2010!

It is not too early to make plans to attend *USASBE 2009*, under the chairmanship of Jeff Hornsby (Ball State), and *USASBE 2010*, which will be chaired by Mark Weaver (Louisiana State). The 2009 Conference which will be held at the Hilton Anaheim (California), January 8 – 11, 2009, will be the Association's transition conference under the new program planning structure approved by the membership last fall. Under this structure a Vice President, Conference has been appointed to assist with conference planning, allowing the Senior Vice President, Programming to not only work with the conference but to also provide leadership for planning and implementation of new events and services beyond the scope of the conference. For the 2009 Conference, Rebecca White (Northern Kentucky) has been appointed Vice President, Conference.

USASBE 2010 is to be held at the Renaissance Nashville (Tennessee), January 14 – 17, 2010.

2008 CONFERENCE A BIG SUCCESS

Michael H. Morris, President-Elect

The 2008 USASBE Annual Conference, held at The Westin La Cantera Resort in San Antonio, Texas from January 10th to 13th, was one of the best ever. A total of 608 paid attendees and 28 guest registrants chose from over 103 preconference, plenary, competitive paper, workshop, symposia, and case sessions. 189 attendees were awarded Coleman/USASBE Scholarships. The 243 submissions to the Conference was a slight increase over last year's record number in Orlando. The acceptance rate for paper, workshop and case submissions was 59 percent.

For competitive papers and workshops, there were eleven tracks, including a new track for social entrepreneurship. Tracks were renamed from previous years to more accurately reflect contemporary research and teaching topics. This was the first year we have had a competitive case track, with 18 cases accepted for presentation in six sessions. Submissions were uneven across tracks, with underperformance in the corporate entrepreneurship, entrepreneurship and the arts, international entrepreneurship, and technology/life sciences tracks. Three sets of special sessions were also included: the Coleman Foundation (3 sessions), the National Collegiate Inventors and Innovators Alliance (3 sessions) and the National Association for Community College Entrepreneurship (2 sessions). Six pre-conference programs were included with an estimated 228 attendees. The 2008 Conference also included the first-ever USASBE Doctoral Consortium, with 16 attendees.

The review process reflected a renewed attempt at rigor and a follow up process with reviewers that produced more detailed written feedback to paper, workshop and case submitters. A new vendor (Aquinox) provided the on-line submission system, and also coordinated the conference website and the registration process. On all counts, they did a superb job, providing significant value-added and setting a high standard for quality. The submission and review process occurred on a timely basis and all key deadline dates in the master schedule were met.

Awards were given out in twenty categories at the Conference. Excellence was recognized in a number of research categories as well as teaching, course development, curriculum design, and more. Topping the list were the winners of the Max Wortman Lifetime Achievement Award: (Harold Welsh, DePaul University), the John E. Hughes Entrepreneurship Advocacy Award (Fred Kiesner, Loyola Marymount University), and the 2008 Distinguished Entrepreneurship Educator Award (Dr. William Bygrave, Babson College). A special effort was made to upgrade the mix of keynote speakers at the Conference. This included a mix of nationally prominent speakers, motivational and inspiring speakers, and leading edge academic speakers. The keynoters included Cordia Harrington, Guy Kawasaki, Dr. Saras Sarasvathy, Marjorie Smeltor and Dr. Jeff Stamp. All keynoters were well-received, receiving outstanding evaluations.

There were 33 exhibitors and 26 sponsors. Sponsorship for the conference totaled \$99,500, with Platinum Sponsors including the Coleman Foundation, Ewing Marion Kauffman Foundation, Adams Center for Entrepreneurship at Florida Atlantic University and Gold Sponsors National Collegiate Inventors and Innovators Alliance (NCIIA), Students in Free Enterprise (SIFE), the Department of Entrepreneurship at Syracuse University, and the Direct Selling Education Foundation leading the way.

For the first time, we employed a company to manage conference 'look and feel'. The Events Company did an excellent job in significantly raising the visibility of the sponsors, helping with the conference layout, dealing with signage, coordinating the look of the main ballroom, and organizing the inaugural Friday night "Party of Excellence" sponsored by the *New York Times*.

The evaluations of the 2008 Conference were quite positive. The overall conference rating was a 4.21 on the 5-point scale (higher numbers indicating more favorable response). Further, 15 of the 20 areas evaluated received ratings of 4.0 or above, and none received ratings below 3.5. This does not include the pre-conference sessions, where all but one of them received ratings of 4.0 or higher.

These exciting changes and excellent outcomes bode well for USASBE's future. We hope the bar keeps rising, and look forward to a great 2009 conference in Anaheim.

COLEMAN FOUNDATION SCHOLARSHIP PROGRAM - A 2008 CONFERENCE SUCCESS

Participation in the 2008 Coleman Foundation conference scholarship program was an outstanding success with over 200 applications submitted and of this number 188 scholarships awarded. Scholarships were made available by the Foundation for general attendees and for small school and community college participates. Of the scholarships awarded, 71% was in the general category and 29% went to small college and community college attendees. It should also be noted that 57% of the scholarships awarded were first time conference attendees.

Appreciation is extended to the Coleman Foundation for funding the 2008 USASBE/Coleman Scholarship Program and the Foundation's continuing support of the entrepreneurship community.

FIRST ANNUAL USASBE DOCTORAL CONSORTIUM

The 1st annual USASBE Doctoral Consortium received 22 applications and selected 16 doctoral students to participate: Mark Pomerantz, Seattle University; Nailya Kutzhanova, Betty Conklin, Robert F. Sinclair from the University of Louisville; David Tomczyk, The George Washington University; Javier Monllor, University of Illinois at Chicago; Ian David Parkman, Suzanne Gladys Tilleman, Alan James Krause, University of Oregon; Lisa Chandler, Nova Southeastern University; Carlos Andres Albornoz, Florida International University; Dan Hsu, David Brannon, Verona Patrice Edmond, Syracuse University; Mary Hunt, Illinois Institute of Technology; and Tang Wang, University of Missouri at Kansas City.

Co-Chairs, Dale Meyer, Distinguished Professor Emeritus, University of Colorado - Boulder and George Solomon, Director, Center for Entrepreneurial Excellence, The George Washington University kicked off the day-long event by giving an overview of the day and topics to be covered. Dale led two spirited discussions, “Paradigms of Entrepreneurship Researchers: Followers or Leaders?” and “The Rigor-Relevance Debate in Academia.” After these discussions, Professor David Monarchi, University of Colorado, examined the impact of technology and its use in the classrooms of today and into the future.

During lunch, Michael Meeks, University of San Francisco, explored the “Millennial Generation” and its impact on teaching. A number of Justin G. Longenecker Fellows joined Dale and George throughout the day and mentored the doctoral students (two faculty with three students) including: Chuck Hofer, Kennesaw State University, Mark Weaver, Louisiana State University, Chuck Matthews, University of Cincinnati, Eugene Fregetto, University of Illinois at Chicago, Erik Winslow, The George Washington University, Pat Dickson, Wake Forest University and Denny Dennis, NFIB Research Foundation, along with David Monarchi, University of Colorado – Boulder.

The students concluded the day by attending the USASBE conference reception and a dinner among themselves. Early feedback from the evaluations indicated that the consortium was exceptionally well received and that the students found the personal professional assistance, encouragement and guidance particularly useful.



USASBE 2008 AWARD WINNERS

Max Wortman Lifetime Achievement Award

Harold Welsh, DePaul Univ.

John E. Hughes Advocacy Award

Fred Kiesner, Loyola Marymount University

Distinguished Entrepreneurship Educator

Dr. William Bygrave, Babson College

Woman Entrepreneur of the Year

Cordia Harrington, Tennessee Bun Co.

Corporate Entrepreneur of the Year

Dr. Jeff Covin, Indiana University

Best Empirical Paper Award

Firm Founding and Systematic Search

James O. Fiet, University of Louisville

Best Practitioner Paper Award

Appalachian By Design Case Study

Diane Browning,

Barbara Ann Elliot

Debbi Brock, Berea College

John Jack Award (*Journal of Developmental Entrepreneurship*)

Confidence and Angel Investors: Does Sex Matter?

Jeffrey Soll

John R. Becker-Blease

JSBM Editor's Choice Award (*Journal of Small Business Management*)

Corporate Entrepreneurship in the Family Firm: A Stewardship Perspective

Kimberly Eddleston, Northeastern University

Franz Kellermanns, Mississippi State University

Thomas Zellweger

ETP: Best Theoretical/ Conceptual Paper

Not awarded this year (we provided them with three viable papers)

Journal of Small Business Strategy Editor's Choice Award

Journal opted not to participate this year

SBA/Advocacy Best Student Paper Award

Uncovering Knowledge Structures of Venture Capital Investment Decision Making

Pankaj Patel, University of Louisville
Rodney D'Souze, University of Louisville

Rowan University Outstanding Workshop Awards

Overall Best Workshop Winner:

Social Entrepreneurship: Educating, Integrating & Experiencing

Heidi Neck, Babson College
Candida Brush, Babson College
Patricia Greene, Babson College
Stephen Schiffman, Babson College
Denis Ceru, Babson College

Pedagogy Workshop Winner:

Active Learning in Entrepreneurship: Applying the Jigsaw Method to Entrepreneurship Instruction

Samuel Holloway, University of Oregon
Suzanne Gladys Tilleman, University of Oregon
Robert Macy, Pennsylvania State University
Ian David Parkman, University of Oregon
Alan James Krause, University of Oregon

USASBE Education Awards

USASBE National Model Undergraduate Entrepreneurship Program

Jeffrey R. Cornwall, Belmont University

USASBE National Model MBA Entrepreneurship Program

(no finalists selected)

USASBE National Model Ph.D. Entrepreneurship Program

(no finalists selected)

USASBE Outstanding Specialty Program

Ellen Hemmerly, University of Maryland, Baltimore County, *ACTIVATE*

USASBE Innovative Entrepreneurship Course

Anthony Borgese, City University of New York, *Virtual Enterprise Course*

USASBE Innovative Pedagogy for Entrepreneurship Education

P. K. Shukla, Chapman University, *Entrepreneurs' Film Marathon – Multiple Perspectives on Entrepreneurs*

USASBE Best Case Award (*International Small Business Journal*)

The Bun Lady, Jeff Cornwall, Belmont University

Outstanding Reviewers

Barrett Baebler (Webster University)
Alex Bitekhtine (McGill University)
Shawn Carraher (Cameron University)
Bob D'Intino (Rowan University)
Eugene Fregetto (University of Illinois)
Mary Godwyn (Babson College)
Vishal Gupta (U. of Nebraska – Omaha)
Michael Harris (East Carolina University)
Jim Holm (University of Houston – Victoria)
Joseph Kayne (Miami University)
Kermit Keuhn (University of Arkansas – Ft. Smith)
Alan James Krause (U. of Oregon)
Douglas Moesel (University of Missouri – Columbia)
Charles Nagelschmidt (Champlain College)
David Newton (Westmont College)
Mark T. Schenkel (Belmont University)
Ethne Swartz (Fairleigh Dickinson University)
Zhi Tang (Rochester Institute of Technology)
David Tomczyk (George Washington University)

3-E Learning/USASBE Best Teaching Practices Awards

1st Place: *Speed Dating for Entrepreneurs*, Robert Peterson
William Paterson U.

2nd Place: *The Lindt Candy Dilemma: A Creativity Exercise*
Kimberly Eddleston, Northeastern University

3rd Place: *Sustainable Advantage: Obliterate the Competition, Save the Planet*,
Enrique Nunez, Saint Peter's College

4th Place: *The Teams Toy Works Company*
Charles Matthews, University of Cincinnati

5th Place: *Entrepreneurship is Everywhere*
Lauren Way, Bay Path College



SPECIAL APPRECIATION IS EXTENDED TO THE USASBE 2008 SPONSORS

Platinum Sponsors

The Coleman Foundation
Ewing Marion Kauffman Foundation
Adams Center for Entrepreneurship at Florida Atlantic University

Gold Sponsors

National Collegiate Inventors and Innovators Alliance (NCIIA)
Students in Free Enterprise (SIFE)
Syracuse University, Department of Entrepreneurship (1)
Direct Selling Education Foundation (DSEF)

Silver Sponsors

Lawrence N. Field Center for Entrepreneurship at Baruch College
United States Small Business Administration, Office of Advocacy
University of South Florida Center for Entrepreneurship and USF Health College
of Medicine
The New York Times Knowledge: The Next Generation of e-Learning and
Networking
ADVANTA
National Federation of Independent Business (NFIB) Research Foundation
Rohrer College of Business at Rowan University
Prentice Hall
South-Western, CENGAGE Learning
Texas A&M University (TAMU)
University of Texas at San Antonio College of Business
University of South Florida St. Petersburg College of Business

Bronze Sponsors

The University of Texas at El Paso Centers for Entrepreneurial Development,
Advancement, Research and Support (CEDARS)
Arthur M. Blank Center for Entrepreneurship at Babson College
The George Washington University Center for Entrepreneurial Excellence
(CFEE)
The Jan and Ted Roden Center for Entrepreneurship in the School of Business at
The University of Texas of the Permian Basin
Institute for Entrepreneurial Excellence, University of Pittsburgh
Allan P. Kirby Center for Free Enterprise & Entrepreneurship, Wilkes University

The Huizenga School of Business and Entrepreneurship, Nova Southeastern
University

Conference Award Sponsors

The Coleman Foundation Best Empirical Paper Award

The Coleman Foundation

The Coleman Foundation Best Practitioner Paper Award

The Coleman Foundation

ET&P Editor's Choice Award

Entrepreneurship Theory & Practice

John Jack Award

Journal of Developmental Entrepreneurship

JSBM Editor's Choice Award

Journal of Small Business Management

SBA/Advocacy Best Student Paper Award

United States Small Business Administration, Office of Advocacy

Rowan University Outstanding Workshop Awards

Rohrer College of Business at Rowan University

Outstanding Teaching Case Award

International Small Business Journal

THANKS TO THE USASBE 2008 EXHIBITORS

Conference Sponsor Exhibitors

Coleman Foundation

ADVANTA

Ewing Marion Kauffman Foundation

George Washington University

National Association for Community College Entrepreneurship (NACCE)

National Collegiate Inventors and Innovators Alliance (NCIIA)

National Federation of Independent Business (NFIB) Research Foundation

New York Times

Pearson/Prentice Hall

South-Western, CENGAGE Learning

Students in Free Enterprise (SIFE)

Texas A&M University

University of South Florida

University of Texas at San Antonio, College of Business

Exhibitors (non-sponsors)

Collegiate Entrepreneurs Association
 Connect-123 Study and Internship Programs
 Consortium for Entrepreneurship Education
 Edward Elgar Publishing
 Extreme Entrepreneurship Education, LLC
 J.J. Hill Library
 Illinois Institute for Entrepreneurship
 International Open Finance Association, Inc.
 Interpretive Simulations
 McGraw-Hill/Irwin
 Rice Alliance
 Rutledge/Taylor & Francis Group
 SAP University Alliances
 Self-Employment Arts
 Startup Academy
 The Planning Shop
 The Wall Street Journal
 Wiley-Blackwell (2 tables)

USASBE 2008 Photo Gallery

Special thanks to Charles Matthews, Conference Photographer





Liaison, the official newsletter of USASBE, is edited by Dr. Leslie Toombs and assistant Ana Olivas of The University of Texas of the Permian Basin. The Summer edition (Volume 19, No.2) will be published on August 1, 2008. The deadline for submission of information for this edition is July 15, 2008. Please e-mail your materials to: toombs_l@utpb.edu