

Golden Opportunities for Entrepreneurship



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Enroll online at www.ICSB2005.org!

USASBE
975 University Avenue,
Suite 3260
Madison, WI 53706

The logo for the ICSB 50th Anniversary World Conference. It features a large "50" with a stylized dome of the U.S. Capitol building inside the zero. The text "Golden Opportunities For Entrepreneurship" is arched over the top. Below the "50" is "ICSB" and "2005". At the bottom, it says "WORLD CONFERENCE" in large blue letters and "WASHINGTON DC" below that.

Golden Opportunities For Entrepreneurship
ICSB 50 2005
WORLD CONFERENCE
WASHINGTON DC

June 15 - 18, 2005
(Pre-conferences June 14-15, 2005)

**Preliminary Program and
Registration Packet**

**Crystal Gateway Marriott
Washington, D.C.**

Conference Sponsors

Conference Sponsors

National Federation of Independent Business Foundation
Small Business Administration-SBA-Office of Advocacy
Ewing Marion Kauffman Foundation
International Finance Corporation
Belmont University
The George Washington University
World Bank
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Mary Kay
Students in Free Enterprise
Southwestern-Thompson Publishing Co.
Acton Institute
National Collegiate Inventors and Innovators Alliance
Australian Embassy
University of Cincinnati
University of Texas - El Paso
University of Texas - Permian Basin
Milliken University

Award Sponsors

Award Sponsors

1. JSBM Editor's Choice Award: Best Empirical Paper. The official ICSB best paper award.
2. The US National Women's Business Council Best Paper in Women's Entrepreneurship Award
3. Journal of Developmental Entrepreneurship, Best Paper award for research dealing with entrepreneurship under conditions of adversity.

Conference Highlights

Conference Highlights

Other Conference Events

Opening reception at the World Bank.

The 50th Anniversary Gala Event at The Ronald Reagan Building & International Trade Center.

Major Keynote Speakers.

Spouse's Program – see website for more information: www.icsb2005.org

Dress Code

- Business casual for the meetings
- Black-tie optional gala

Conference Registration Headquarters

Joan Gillman, Executive Director or Judy Schaeffer, Administrative Assistant
(608)265-3052 for information or questions.

jschaeffer@bus.wisc.edu www.ICSB2005.org

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ICSB Officers: 2004-2005

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Washington, D.C. USA

Conference Registration Form

ICSB World Conference 2005
The Crystal Gateway Marriott, Washington, D.C.

Name: _____

Title/Affiliation: _____

Mailing Address: _____

Work Telephone: (____) _____ Home Telephone: (____) _____

E-mail Address: _____ Fax Number: (____) _____

How would you like your name to appear on your name tag? _____

Conference Registration Fees:	On or Before	After		
Check one:	<u>April 30, 2005</u>	<u>April 30, 2005</u>		
___ Members	\$395	\$470		
___ Non Member	\$460	\$535		
___ Students	\$300	\$300		
		Total	\$ _____	

PRE-CONFERENCES:

Harvard Business School Publishing to register, email cmtsmktg@hbsp.harvard.edu
 Putting Ethics into Your Curriculum – Pre-Conference (no charge check here) _____
 Public Policy Pre conference registration \$50.00 \$ _____

ICSB 2005 Accompanying Persons Registration:

Name: _____

Wednesday, June 15, 2005

ICSB Opening Reception (6 pm)() x \$40 = _____

Thursday, June 16, 2005

Day trip to Charlottesville, Virginia (7:30 am - 7:30 pm).....() x \$109 = _____

(Includes buffet lunch and admission to Monticello)

Friday, June 17, 2005

Day trip to Annapolis, Maryland (8 am - 4 pm).....() x \$95 = _____

(Includes lunch and Harbor Queen cruise) Please select luncheon preference at Phillips Annapolis Harbor:

() Traditional crab cake sandwich, or () Grilled chicken breast sandwich (Both meals served with crab soup, rolls and butter, french fries, slaw, coffee/tea/soft drink, and dessert of the day.)

ICSB Gala Dinner (6-9:30 pm)() x \$75 = _____

Saturday, June 18, 2005

Tourmobile tickets.....() x \$20 = _____

Tours must have 25+ participants. You will be notified if we do not achieve that number and we will send a refund check. Total Accompanying Person: \$ _____

TOTAL REMITTED: \$ _____

Registration for the conference includes three continental breakfasts, refreshment breaks, three luncheons, welcome reception and Friday’s social event. Full Conference Fees also include a copy of the Proceedings of the Conference. Please check the conference functions you plan to attend.

Conference Meal Planning: Please check the conference functions you plan to attend

___ Wednesday Reception ___ Friday Luncheon ___ **Vegetarian Meals Requested**
 ___ Thursday Luncheon ___ Saturday Luncheon

___ If you have a disability, need materials in alternate formats, or require special accommodations, please check this box and someone from our office will contact you.

Make conference registration fee payable by check or bank draft in U.S. dollars to **USASBE**

Send this registration form plus payment to: Joan Gillman, USASBE
 UW-Madison/Grainger Hall
 975 University Ave., Suite 3260
 Madison, WI 53706

FAX: (608) 263-0818

Register on-line at www.usasbe.org (Credit Card Available)

Conference Location

Crystal Gateway Marriott

Washington, DC (Arlington, VA)

The conference hotel will be the **Crystal Gateway Marriott**, which is conveniently located on Washington’s public transportation system.

In Washington, D.C., there really is something for everyone: Though much of the city’s image is shaped by the Capitol, the various political bodies and the major historical sights, there is also a lively international and academic community here. The city plays host to millions of people annually who come to explore famous sights. The most well-known sights are located along the National Mall, a green park stretching from the US Capitol to the Lincoln Memorial on the Potomac River, and include several memorials to great US presidents of the past. Washington is also home to some of the country’s best museums, such as the Smithsonian Institute. Almost all these major tourist attractions can be visited free of charge. In terms of cultural attractions, D.C.’s great entertainment includes unparalleled jazz and blues clubs, the Kennedy Center of the Performing Arts, and The Washington Opera, which is currently directed by Placido Domingo.

Washington is also a city of interesting neighborhoods, each with its own character and culture. The most famous of these is historic Georgetown, with elegant colonial houses, boutiques, fancy restaurants, and a lively nightlife. One of the most colorful neighborhoods is the bohemian district of Adams-Morgan with an assortment of funky shops and ethnic stores.

The Washington metropolitan area has experienced tremendous growth in the last decade, especially in high-tech industries. Many SME businesses and Fortune 500 corporations make their homes in Greater Washington. Washington hosts a wide variety of organizations, more than one-third of all trade and professional associations, and is a center for publishing, telecommunications, and international business. Organizations representing the highest caliber of science, technology, government and culture can be found in the nation’s capital city.

Conference Information

Hotel Reservations

The Crystal Gateway Marriott is pleased to provide specially priced rooms for the 2005 ICSB 50th World Conference.

Rooms are available from **June 13, 2005** to **June 18, 2005** at the special rate of **\$159 per night for single or double rooms** and **\$179 per night for triple**. Please be sure to make your reservations by **May 23, 2005** in order to secure the special group rate.

To book your stay online, simply click on the hotel link to the right and select the dates of stay. To make your reservations by phone, please call 1-800-228-9290 and ask for the special rate for the “2005 ICSB 50th World Conference” (group code **USAUSAA**) at the Crystal Gateway Marriott or link through our web site at www.icsb2005.org.

Rental Cars

ICSB has selected AVIS as the official car rental company for the upcoming meeting in Washington, D.C. For reservations, call AVIS at 1-800-331-1600 or online at www.avis.com and reference the Avis Worldwide Discount (AWD) Number of **D086196**.

American Airlines

ICSB 2005 has selected American Airlines to handle our air transportation needs for the upcoming meeting in Washington, D.C. You can obtain a 5% discount just by calling the American Airlines Meeting Services desk toll free number **1-800-433-1790** and giving them our authorization number **S6365AU**. Discounts are not valid on zone fares or any other discount type fare (senior, child, military, etc.). This offer is good at any D.C. airport, June 12 – 20, 2005.

Updates on the 2005 ICSB World Conference will be posted on the web. Please check the website often for the latest information at www.icsb2005.org.

Welcome

ICSB President's Welcome



Sandra King Kauanui, Associate Professor, California State Polytechnic University, Pomona, California

As president of ICSB, I am delighted to welcome you to our conference in Washington, DC. This year's world conference is extremely special as we are celebrating our 50th anniversary in the seat of the government for USA. As you will discover during the conference, our membership of researchers, policy makers, educators and service providers, is making a difference in entrepreneurship and small business around the globe. It is an exciting time for ICSB. It is a time to reflect on the past, assess the present and envision the future. With the dedication of many individuals over the last five decades, ICSB has grown and prospered around the world. As part of our celebration, we will be introducing many new things that our executive team has been working on to move our organization forward. We have a new global image with a new web site, our 2005 anniversary book, strategic alliances with ISBC, OECD, WASME, APEC, IFC, NFIB, SBZ, NWBA, and CEO. In addition, we have plans to have at least two new chapters started. All of these organizations will be represented at the conference. I am looking forward to seeing you in Washington DC. I feel certain the conference will prove to be memorable for all.

Conference Chair's Welcome



Jeffrey R. Cornwall, Endowed Chair, Belmont University, Nashville, Tennessee

On behalf of all of the members of USASBE, I am honored to welcome you to *Golden Opportunities for Entrepreneurship*, the 50th Anniversary World Conference of ICSB. The quality of the program is outstanding. We begin with our pre-conferences early in the week. The conference itself will be lively and stimulating, as we have had a tremendous response to our call for papers and workshops. We also have confirmed several exciting plenary speakers.

We are delighted that we will be hosting this world-class conference in our nation's capital. Washington, DC is world-renowned for spectacular attractions, including the world's most popular museum the National Air and Space Museum, the other Smithsonian Museums, government offices, the famous memorials, art galleries, parks, and other historic sites.

I know you will enjoy our celebration of the 50th Anniversary of the premier global membership organization for those interested in the theory and practice of entrepreneurship.

Pre-Conferences

Public Policy

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

Conference Tracks

We are delighted to have a distinguished group of track co-chairs for the **50th WORLD CONFERENCE OF ICSB:**

Ethics:

John McVea, University of St. Thomas
Michael Naughton, University of St. Thomas

Family Business:

Rowena Barrett, Monash University
Ann Kinkade, University of Wisconsin

Youth Entrepreneurship:

Claire Massey, Massey University
George Solomon, George Washington University

Entrepreneurship Education:

Robert Hisrich, Case Western Reserve University
Peter Sheldrake, RMIT University

Technology and High Growth SME's:

Lois Shelton, Chapman University
John Thompson, University of Huddersfield

Women's Issues in Entrepreneurship:

Colette Henry, Dundalk Institute of Technology
Nan Langowitz, Babson University

Franchising:

Frank Hoy, University of Texas El Paso
John Stanworth, University of Westminster

Entrepreneurship and Economic Development:

Eugene Fregetto, Univ. of Illinois-Chicago
Geoff Meredith, Southern Cross University

Consulting in SME's:

Michael Morris, Syracuse University
Leyland Pitt, Simon Fraser University

Pre-conferences Information

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. 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 and indicate that you are registering for the Ethics pre-conference. There is no additional fee attached.

USASBE President's welcome



Dianne H.B. Welsh, President, Welsh Int'l, Inc. & Family Business First Int'l, Inc., Tampa, Florida

On behalf of the United States Association for Small Business and Entrepreneurship (USASBE), we would like to heartily welcome you to the 50th Anniversary World Conference of the ICSB. USASBE members hail from all 50 states. We are made up of ten divisions: Entrepreneurship Education, Family Business, Small Business, Individual Entrepreneurship, Corporate Entrepreneurship, Minority and Women Entrepreneurship, Technology Entrepreneurship, Entrepreneurship in the Arts, International Entrepreneurship, and Entrepreneurial Support Organizations.

Of all places to hold such a milestone event, we are proud to host ICSB at our nation's capitol because of its beauty and historic treasures. Please take the opportunity to visit Washington's beautiful sites. If I or any of our members can be of assistance to you, please do not hesitate to ask. We want your visit to be as memorable as possible.

I look forward to seeing you all in Washington and celebrating, “Golden Opportunities for Entrepreneurship!”

Local Arrangements Host Welcome



Susan M. Phillips, Dean of the GWU School of Business

It is my pleasure to welcome you to Washington, D.C., home to the world headquarters of the International Council for Small Business. The decision to select Washington, and more specifically The George Washington University School of Business, as your home is propitious. There is no better place than here to leverage “Global Knowledge” and build “Global Networks.” Washington is the gateway to the international community, and increasingly, the global business community.

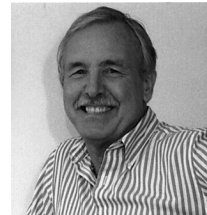
Moreover, you have an amazing opportunity to tap into our community – the GW community – through ICSB. You have access to more than 120 School of Business faculty members who can help you and your business with their expertise and contacts. Our school focuses on the responsible management of organizations in the global environment, and has great strength in the international and small business areas. I invite you to expand your knowledge and networks on our campus.

We are proud to host an international organization as prestigious as the ICSB. Congratulations for 50 years of leadership in furthering the success of small- and medium-sized enterprises (SME) worldwide. We at GW are keenly aware of the economic, social, and humanitarian impact of SMEs as they contribute to the economic health of their local and the global community. As a leader in SME research and practice, ICSB shares in the success of entrepreneurs who bring innovation and job creation. We are proud of our role in the ICSB and are delighted to be part of this endeavor.

Featured Speakers

Featured Speakers

John Hatch Founder, FINCA



John Hatch is the founder of FINCA, one of the world's leading microfinance institutions with programs in 23 countries and nearly one million low-income families assisted since its inception in 1984. John is also known as the father of "village banking", a group loan methodology now replicated by over 400 microfinance programs in 60 countries. John's economic development career spans 44 years, during which time he was a Peace Corps volunteer and staff member, Fulbright scholar, economist (Univ. Wisconsin, 1973), and consultant to small farmer development projects in some 50 countries. John currently directs FINCA's global research efforts, which feature summer interns armed with Palm Pilots interviewing some 3,000 clients per year to document their poverty levels, business profitability, and rising living standards. He is the co-founder and executive committee member of the Microcredit Summit Campaign, a global coalition of 2,900 institutions seeking to provide 100 million of the world's poorest women with loans for self-employment by the year 2006. John also serves as an adjunct professor of microfinance at GWU, John Hopkins SAIS, UC Berkeley, and the Monterey Institute.

Dr. Michael Naughton Professor, University of St. Thomas Director, John A. Ryan Institute for Catholic Social Thought



Michael Naughton is a full professor at the University of St. Thomas where he teaches in the Theology and Catholic Studies departments, the College of Business, the Murray Institute, and the School of Divinity. He is the director of the John A. Ryan Institute for Catholic Social Thought (www.stthomas.edu/cathstudies/cst/), which examines Catholic social thought in relationship to business, Catholic education, and urban issues. He has organized international conferences in the US, Europe, Asia and Latin America on the theme of Catholic social thought and management. His most recent books are *Managing As If Faith Mattered: Christian Social Principles in the Modern Organization*, Spring 2001 (co-author, Helen Alford) and *Rethinking the Purpose of Business: Interdisciplinary Essays in the Catholic Social Tradition*, Spring 2002 (co-editor, S.A. Cortright) both from the University of Notre Dame Press. Naughton is also the co-editor of the series entitled *Catholic Social Tradition* (with Todd Whitmore) from the University of Notre Dame Press and he serves on the editorial board for the *Journal of Catholic Social Thought*. He received a Ph.D. in theology and society from Marquette University and a MBA from the University of St. Thomas.

Ian A. Levitt President & CEO QualCast, LLC



Ian A. Levitt was born, raised and educated in England, majoring in economics, history, and education. After a brief stint teaching, and a year working in Australia (following an overland trip from England), he decided to enter the world of international business. With a keen interest in all things automotive, Levitt joined Woodhead Manufacturing Company of England, a manufacturer of under chassis components, as Export Sales Manager for the Indian Sub-Continent, the Far East and Australasia. During his time with Woodhead he won a national export award. Levitt then joined AE Autoparts as Export Sales Manager, for the same territory, but eventually was promoted to General Export Sales Manager in the early '80's, responsible for all markets outside of Europe and N. America. He managed sales offices in Singapore, Costa Rica, Hong Kong and Australia. In late 1986 AE moved Levitt to Columbia, Maryland to run the N. American operation, AE Engine Parts. Through a series of mergers and acquisitions in which Levitt was also involved, he moved to Nashville, Tennessee in 1987. Levitt founded QualCast, LLC in June 1997, distributing a range of engine parts in the US and globally.

In 2002 Levitt was awarded Tennessee Small Business, Person of the Year. He was Chairman of the Nashville Chamber of Commerce International Business Council from 2001 to 2003 and still serves on their Board. He is responsible for creating and implementing their ongoing program, "GO INTERNATIONAL" in which FedEx is a major sponsor.

Levitt has two children, Verity currently studying for her PHD at the U. of Oregon in Eugene, and John is in his senior year at Emory University majoring in Political Science (graduating May 2005).

Conference Program

Preliminary Conference Program

Tuesday, June 14

9:30 a.m. – 3:00 p.m.

7:00 p.m. – 10:00 p.m.

Harvard Business School Publishing Pre-Conference – **Teaching Entrepreneurship with Cases** (Registration required)
ICSB Board and VIP Dinner (By Invitation Only)
Australian Embassy (Buses depart at 6:30 p.m.)

Wednesday, June 15

8:00 a.m. – 4:00 p.m.

9:30 a.m. – 10:30 a.m.

9:00 a.m. – 11:30 a.m.

12:00 noon – 5:30 p.m.

7:00 p.m. – 10:00 p.m.

ICSB Board Meeting
JSBM Editorial Board Meeting (committee only)
Pre-Conference - Putting Ethics into Your Entrepreneurial Curriculum (Registration required)
Pre-Conference - Public Policy (Registration required)
Conference Registration
ICSB Welcoming Reception
World Bank (Buses depart at 6:00 p.m.)

Thursday, June 16

7:30 a.m. – 5:00 p.m.

8:30 a.m. – 9:45 a.m.

9:45 a.m. – 10:15 a.m.

10:15 a.m. – 11:30 a.m.

11:45 a.m. – 1:30 p.m.

1:45 p.m. – 3:00 p.m.

3:00 p.m. – 3:30 p.m.

3:30 p.m. – 4:45 p.m.

5:00 p.m. – 9:00 p.m.

6:00 p.m.

ICSB Conference Registration and Exhibits Open

ICSB Plenary Opening Ceremony

Welcoming Remarks, Sandra King Kauanui, President, ICSB

Keynote Presentation: John Hatch

Coffee Break with Exhibitors

Competitive and Invited Papers, Workshops and Symposia

All Conference Luncheon

Keynote Presentation: Ian Levitt, President & CEO, QualCast LLC

"Operating as a Small Business in a Global Market"

Competitive and Invited Papers, Workshops and Symposia

Coffee Break with Exhibitors

Competitive and Invited Papers, Workshops and Symposia

USASBE Board Meeting

Dinner on Own

Friday, June 17

7:30 a.m. – 5:00 p.m.

8:30 a.m. – 9:45 a.m.

9:45 a.m. – 10:15 a.m.

10:15 a.m. – 11:30 a.m.

11:45 a.m. – 1:30 p.m.

1:45 p.m. – 3:00 p.m.

3:00 p.m. – 3:30 p.m.

3:30 p.m. – 4:45 p.m.

5:00 p.m. – 5:30 p.m.

7:00 p.m. – 11:30 p.m.

ICSB Registration and Exhibits Open

ICSB Plenary Opening Ceremony

Keynote Presentation: Michael Naughton, Director, John A. Ryan

Institute for Catholic Social Thought, Univ. of St. Thomas

"Integrating Faith & Work: Building a Venture on a Moral

Foundation"

Coffee Break with Exhibitors

Competitive and Invited Papers, Workshops and Symposia

All Conference Luncheon

Keynote Presentation: TBA

Competitive and Invited Papers, Workshops and Symposia

Coffee Break with Exhibitors

Competitive and Invited Papers, Workshops and Symposia

ICSB Business Meeting

Conference Gala Dinner (Black Tie Optional Event)

Ronald Reagan Bldg and International Trade Office

Buses depart at 6:30 p.m.

Saturday, June 18

7:30 a.m. – 11:45 a.m.

8:30 a.m. – 9:45 a.m.

9:45 a.m. – 10:15 a.m.

10:15 a.m. – 11:30 a.m.

11:45 a.m. – 1:30 p.m.

1:30 p.m. – 5:00 p.m.

Exhibits Open

ICSB Plenary Opening Ceremony

The FSF-NUTEK Award Winners Panel Presentation

Coffee Break with Exhibitors

Competitive and Invited Papers, Workshops and Symposia

All Conference Luncheon

Keynote Presentation: TBA

ICSB Board Meeting