



Preconference Information

Coleman Excellence in Teaching Entrepreneurship Across College Campuses 9:00 - 1:00, lunch included for participants in the Pre-Conference session. Cost: \$0

This pre-conference will provide a forum to bring together faculty, administrators and staff from small colleges and universities to explore “best practices” in teaching entrepreneurship education across the campus.

Tentative topics for this workshop include:

- Finding allies in non-business programs and turning them into champions for Entrepreneurship education.
- Building administrative support for cross-campus entrepreneurship programs.
- Building co-curricular programs to support entrepreneurship education, such as business incubators and hatcheries, student run businesses, lecture programs, and so forth.
- The role of experiential education in campus-wide programs.
- How to build a program that fits with your institution’s mission.
- Creative curriculum designs to meet the needs of non-business students.

Expect a highly interactive workshop, with significant time dedicated to idea sharing, brainstorming and Q&A. Among the panelists and session leaders will be representatives of several of the small colleges and universities that have received the Coleman Excellence in Entrepreneurship Programs for Teaching Colleges grants.

For more information contact Jeff Cornwall (cornwallj@mail.belmont.edu or (615) 460-6816)

Community College/4-Year Institution Collaboration Forum 11:00-12:45 No charge

This “mini preconference” is intended to continue dialogues begun and start new ones on collaborative efforts in entrepreneurship education between 2-year and 4-year institutions. Take advantage of the closing of the NACCE and beginning of the USASBE conferences to share best practices, discuss common challenges, and build collaborative networks to enhance entrepreneurship education in your communities.

For more information contact Heather Van Sickle (vansickle@nacce.com or (413) 755-6111)

Developing and Writing Cases in Entrepreneurship 8:00 - 5:00 Cost \$50.

A cornerstone of entrepreneurship education is the use of cases to highlight key entrepreneurial concepts. Cases have been used extensively in the business curriculum for many years. USASBE's new case competition and case development workshop addresses the growing need for more cases and better cases for our diverse learning-centered classroom.

We are seeking the development of teaching cases that can relate directly to many of the opportunities and challenges related to entrepreneurship, new venture creation, family business, expansion, growth strategies and current issues in entrepreneurial leadership to name a few.

For more information contact Jill Kickul (kickuljr@muohio.edu or (513) 529-9918)

Direct Selling Education Foundation sponsored Visit to Headquarters of Tupperware Brands No Charge (limit 50 attendees) 8:00am – 3:00pm

Join the Direct Selling Education Foundation (DSEF) on a visit to the Headquarters of Tupperware Brands, one of the foremost leaders in the field of direct selling. Learn about how this global and innovative direct seller has developed from its first products, the Wonderlier Bowl and Bell Tumbler into an independent sales organization with a sales force of over 1.9 million and specialized products such as the Kimchi Keeper, Kimono Keeper, and Japanese Bento Box.

For more information contact Robin Diamond (rdiamond@dsef.org or 202-452-8866)

Starting and Advising Entrepreneurial Student Organizations, Student-Centered Entrepreneurship Organizations, and Campus Student Entrepreneurship Activities,

1:00 – 5:00 Cost \$25

Entrepreneurial-minded students are a key to energizing campus organizations and "making things happen". Learn what various student-centered organizations, projects, and awards can do to involve students on your campus -- with winning benefits to students, faculty, and staff. Hear of the hands-on lessons of entrepreneurship, business activity, and community involvement which can be replicated on your campus from CEO (Collegiate Entrepreneurs' Organization), DECA, GSEA (Global Student Entrepreneur Awards), and SIFE.

For more information contact Mindy Ver Steegt (mversteegt@sife.org or (800) 235-9585 ext 318)

Starting and Maintaining a Small Business Consulting Program at Your College or University 1:00 – 4:00pm, Cost \$25

We all know the wonderful benefits that are provided by entrepreneurs and small businesses in the American economy. The challenge for entrepreneurship educators is to find an engaging way to help students learn the many lessons that are related to entrepreneurship, small business ownership, and self-employment. One of the pedagogies that has become increasingly recognized as an effective way for students to learn is field-based consulting programs such as those of the Small Business Institute®. Please join us to learn more about how to start a small business consulting program at your college or university. No prior experience is necessary.

Consulting programs such as SBI bridge the gap between subject competency provided by courses in entrepreneurship and business and the entry-level training that companies critically need. Teams of qualified university students, under expert faculty supervision, provide consulting to small business owners. The emphasis is on practical, realistic, and affordable solutions to problems confronting small firms.

For more information contact Kirk Heriot (kirk.heriot@gmail.com)

Disney Backstage Tour – Sunday afternoon – limit 100 attendees, No Charge.