

It's all happening at

USASBE 2010

Nashville, January 14-17, 2010

Attend one of the expanded preconference sessions which take an in depth look at the following:

- Assessing Performance of Entrepreneurship Programs: Best Practices, Key Challenges, and the Road Ahead
- The Biggest Small Business Problems: Bridging the Gap between Research and Practice through a Collaborative Forum
- Building a Regional Entrepreneurial Pathway
- Creativity and Innovation for Corporate Entrepreneurship
- Effective Teaching Techniques for Family Business Management Courses
- Issues that influence Entrepreneurship programs by using PQ faculty especially as they relate to AACSB accreditation
- The Undergraduate Entrepreneurship Curriculum: Establishing a Paradigm
- Using the new digital media in entrepreneurship education
- Whole Brain Technology and the Entrepreneurial Classroom

Preconference Sessions

Register Now!

Be a part of the largest gathering of entrepreneurship professionals, educators, and practitioners in the United States.



KEYNOTE SPEAKERS

Founder and President and CEO of BRAC USA, a company that uses its innovative development to improving the health and well being of the poorest families in Africa and other countries in Asia. Senior Advisor to NYU's Reynolds Program for Social Entrepreneurship.

Director of education policy studies at American Enterprise Institute. Faculty Associate with Harvard University's Program on Education Policy and Governance. Author of influential books such as *Common Sense School Reform*, *Revolution at the Margins*, and *Spinning Wheels*.

President of the Southwestern Company in Nashville, TN where he is responsible for product development, sales training, public relations, business statistics, forecasting, and the development of new profit centers

Co-founder of Emma, a web-based email marketing and communications service that currently powers the email newsletters and campaigns of more than 20,000 organizations around the world. His organization allows small businesses, non-profits, and agencies to effortlessly create stylish email campaigns and surveys and send them with confidence- all while tracking the response in real time.

Witness some of the most thought provoking leaders in entrepreneurship as featured keynote speakers:



Susan Davis



Federick M. Hess



Dan Moore



Clint Smith

USASBE 2010 Educational Awards Program

The Entrepreneurship Education National Awards Program is the recognition program for best practices in the field. The finalists for national model program at the undergraduate and graduate levels, innovative course, specialty program and other award categories will present their entries and award winners will be announced at USASBE 2010 Conference.

High Impact

Attend any of over 100 sessions that include theoretical, conceptual and applied papers, workshops on the seminal questions and topics in the field, and well-formulated teaching cases. The program is built around eleven tracks, including Entrepreneurship Pedagogy and Teaching, Corporate Entrepreneurship and Innovation, Entrepreneurship in the Arts, Family Business, Minority & Women Entrepreneurship, Public Policy and Entrepreneurship, Small Business, Social Entrepreneurship, Technology and Life Sciences Entrepreneurship, International Entrepreneurship, and Venture Financing. And for the first time ever the Conference will feature a Developmental Papers Track.

Academic Support

USASBE Doctoral Consortium- Top Ph.D. students attend a professionally delivered Doctoral Consortium matching our future professionals with seasoned leaders in entrepreneurship

Career Center- Universities and colleges can post job openings on the USASBE Career Center website (at no charge) and reserve a time to hold interviews during USASBE 2010

Internet Café- Utilize the free internet café at the USASBE Conference sponsored by DELL and enter to win 3 DELL Mini Net books!

Exhibits- Visit a wide array of exhibitor displays bringing the newest textbooks, practitioner publications, software and course enhancing innovations

Networking- USASBE is a friendly conference with rich opportunities to interact with a diverse array of leaders in the field of entrepreneurship, connect with potential collaborators, and find out who is doing what in this exciting and emerging discipline.

USASBE 2010 AWARDS

PILLAR SESSIONS

Preminent leaders from the discipline of entrepreneurship will share insights and best practices related to each of USASBE four pillars: scholarship, pedagogy, outreach and public policy.

Michael A. Hitt



Chad Moutray



Heidi Neck



Patricia G. Greene



Scholarship

Dr. Michael A. Hitt is a Distinguished Professor of Management and holds the Joe B. Foster Chair in Business Leadership at Texas A&M University. He has over 260 publications including 26 co-authored or co-edited books. He has served as an editor of the *Academy of Management Journal* and is currently the founding co-editor of the *Strategic Entrepreneurship Journal*. Dr. Hitt is among the 10 most cited scholars in the Management field over a 25 year period.

Pedagogy

Patricia G. Greene is Professor of Entrepreneurship of Babson College, where she holds the President's Chair in Entrepreneurship. She previously served as Provost, and before that as the Dean of the Undergraduate School at Babson.

Heidi Neck is the Jeffry A. Timmons Professor of Entrepreneurial Studies at Babson College. As Faculty Director of the Babson Symposium for Entrepreneurship Educators (SEE), she passionately works to improve the pedagogy of entrepreneurship education.

Public Policy

Chad Moutray, Chief Economist & Director of Economic Research U.S. Small Business Administration, Office of Advocacy. Chad oversees the small business research being conducted both internally and externally through contracts.

Outreach

Phil Weilerstein, Executive Director, National Collegiate Inventors and Innovators Alliance. As an entrepreneur in a not-for-profit organization, Phil has grown the NCIIA from a grassroots group of enthusiastic faculty to a nationally known, in-demand knowledge base and resource center.

A Wonderful Conference Venue:

NASHVILLE, TN

Nashville Skyline



Music Hall of Fame



Unique Music Venues



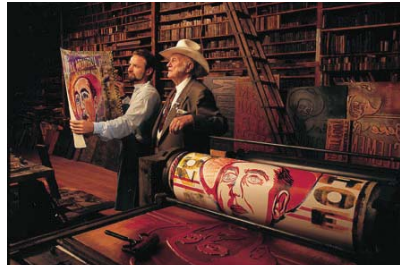
Ryman Auditorium



LP Field



Hatch Print Shop



Nashville is truly a city with something for everyone.

The Renaissance Nashville Hotel & Resort [2010 Conference Hotel] is just a few blocks from "The District." See the best of historic Nashville's past with unique music spots, dining and shopping. Located downtown, the conference hotel is within walking distance of the Sommet Center, LP Field, B.B. King's Blues Club, the Country Music Hall of Fame, and the Ryman Auditorium.

REGISTER NOW!

www.USASBE.org

Early registration fees apply until December 31

Book your reservation at the conference hotel for three nights or more and you'll automatically be entered to win one of three DELL Mini Netbooks!