

# WELCOME TO

*The Second USASBE/SBIDA\* Joint Annual  
National Conference  
Coronado Springs Resort  
Orlando, Florida  
February 7-10, 2001*

## Conference Program

Program Committee and Message from the Conference Chairs.....	2
Officers .....	3
Fellows.....	4
USASBE President's Message.....	5
SBIDA President's Message.....	6
Proceeding Editor's Message.....	7
Featured Speakers .....	8
Conference Schedule.....	9
Room Locator Guide .....	
Coleman White Paper.....	
Competitive Paper Table of Contents .....	44
Workshop & Symposia Table of Contents.....	
Paper Reviewers .....	
Conference Sponsors .....	back cover

## **USASBE/SBIDA 2001: An Entrepreneurial Odyssey**

\*United States Association for Small Business and Entrepreneurship  
and  
Small Business Institute Directors' Association

## **Conference Program Chairs:**

George Solomon, co-Chair  
Sherry Taylor, co-Chair  
Sandy King, Competitive Papers Chair  
Pat McCaskey, Proceedings Editor  
Steven Maranville, Competitive Workshop Chair  
Lloyd Fernald, Local Arrangements Chair  
Joan Gillman, Conference Coordinator  
Jean von Allmen, Deputy Conference Coordinator

## **USASBE/SBIDA 2001 Program Committee:**

Frances Amatucci  
Mary Callahan  
Sergio D'Onofrio  
Susan Duffy  
Geralyn Franklin  
Gary Giamartino

Ramona Heck  
Michael Hennessy  
Charles Hofer  
Kenneth Huggins  
Charles Matthews  
Thaddeus McEwen  
Mike Meeks

Robert Russell  
Paul Simmonds  
Ayman Tarabishy  
Beth Teal  
Jude Valdez  
Harold Welsch

## **Message from the Conference Chairs:**

We welcome you to the second joint conference between USASBE and SBIDA. It is no secret that there were a high number of submissions for this conference in both papers and workshops. The many volunteers who worked on the reviewing of the papers and workshops had a monumental job, which they accomplished spectacularly. Our thanks go in particular to Drs. Sandra King and Steven Maranville for the outstanding job they did in moving all these papers and workshops along to the reviewing divisions/tracks chairs, as well as the tabulation and correspondence they had to accomplish afterward. Also, special thanks to Dr. Pat McCaskey for his fantastic job as proceedings editor. His efforts enabled us to produce a first-class proceedings.

Thanks to all of you who submitted papers and workshop proposals. Without you there would be no program. With your efforts we are able to offer an outstanding program, which we hope, will meet your needs. With all there is to choose from, an attendee's biggest problem may be in trying to make choices.

A great deal of effort has gone into this program to present a challenging and varied program which will contribute to the attendee's education and provoke further quests of research. We hope you enjoy the second joint conference between these two fine organizations.

To the many individuals who assisted us in the various tasks needed to ensure a great conference, our undying gratitude. Finally, to all those individuals who made our job easier, keep us on track and who contributed countless hours - Joan Gillman, Jean von Allmen, Geralyn Franklin and Lloyd Fernald - without your dedication we would have never succeeded.

Sincerely,

The Two "Somewhat Crazyed" Program Chairs

# OFFICERS – 2000-2001

## Small Business Institute Directors' Association (SBIDA)

Joe Geiger  
President  
University of Idaho

Roosevelt Butler  
President-Elect  
The College of New Jersey

Ronald Cook  
Vice President-Administration  
Rider University

Sherrie Taylor  
Vice President-Programs  
Texas Woman's University

Geralyn Franklin  
Vice President-Conference Coordinator  
The University of Texas of the Permian Basin

Stephanie Huneycutt  
Vice President-Publications  
Christopher Newport University

Gary Aitchison  
Vice President-Program Quality Assurance  
Iowa State University

James Bradley  
Vice President-Case Competition  
Central Washington University

Bruce Kemelgor  
Vice President-Development  
University of Louisville

Michael Broida  
Vice President-Marketing and Membership  
Miami University of Ohio

Radha Chaganti  
Secretary-Treasurer  
Rider University

J. Douglas Frazer  
Past President  
Millersville University

Stephen O. Osborne  
Editor  
*Journal of Small Business Strategy*  
Indiana University of Pennsylvania

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## United States Association for Small Business and Entrepreneurship (USASBE)

Scott Kunkel  
President  
University of San Diego

Joan Winn  
President-Elect  
University of Denver

Donald Kuratko  
Senior VP-Education  
Ball State University

Joyce Brockhaus  
Senior VP-Interdisciplinary Development  
St. Louis University

Charles Toftoy  
Senior VP-Professional Services  
The George Washington University

George Solomon  
Vice President-Programs  
The George Washington University

Frank Hoy  
Vice President-Elect Program  
University of Texas at El Paso

Charles Matthews  
Vice President-Special Programs  
University of Cincinnati

Howard Van Auken  
Vice President-Finance  
Iowa State University

Stan Mandel  
Vice President-Membership  
Wake Forest University

Gary Giamartino  
Vice President-Development  
University of Detroit-Mercy

Fred Fry  
Vice President-Publications  
Bradley University

S. Michael Camp  
Vice President Research  
Kauffman Foundation

Charles Hofer  
Vice President-Entrepreneurship Education Division  
University of Georgia

J. David Hunger  
Vice President-Individual Entrepreneurship Division  
Iowa State University

Nancy Upton  
Vice President-Women and Minority Entrepreneurship Division  
Baylor University

Jim Entler  
Vice President-Small Business Division  
Clatsop Community College

Richard Dino  
Vice President-Family Business Division  
University of Connecticut

J. Michael Alford  
Vice President-Corporate Entrepreneurship Division  
The Citadel

Emeric Solymossy  
Vice President-International Entrepreneurship Division  
Western Illinois University-Quad Cities

Max Wortman  
Historian  
Iowa State University

Lynn Neeley  
Immediate Past President  
Northern Illinois University

Joan Gillman, Executive Director

Mike Meeks, Webmaster

Ray Bagby, Editor, *Entrepreneurship: Theory & Practice*

Dale Meyer, ICSB Representative

# FELLOWS

## United States Association for Small Business and Entrepreneurship (USASBE)

Catherine Ashmore  
D. Ray Bagby  
James Black  
Eugene Bonk  
Le-Quita Booth  
Joyce Brockhaus  
Robert Brockhaus  
Bernard Browning  
George R. Butler  
James J. Chrisman  
Thomas Dandridge  
Charles Davis  
William J. Dennis Jr.  
Lillian Dreyer  
Vivian Edwards

Lloyd W. Fernald Jr.  
Alan Filley  
William Flewellen  
Eugene Fregetto  
Joan Gillman  
E. Edward Harris  
Michael Hennessy  
Gerald Hills  
Charles Hofer  
Frank Hoy  
John Hughes  
Fred Kiesner  
Scott Kunkel  
Donald F. Kuratko  
Joseph Latona

Justin Longenecker  
G. Dale Meyer  
Donald Myers  
Lynn Neeley  
Gary Roberts  
Betsy Schwammberger  
George Solomon  
Judith Stack  
Alvin D. Star  
V. K. Umni  
William A. Ward  
K. Mark Weaver  
Harold P. Welsch  
Max S. Wortman Jr.

## Small Business Institute Directors' Association (SBIDA)

Don Altman  
David M. Ambrose  
Michael Ames  
Don B. Bradley, III  
Robert Brockhaus  
Jack E. Brothers  
Sam J. Bruno  
Donald M. Clause  
Joel Corman  
Richard T. Dailey  
Dale Dickson  
Paul Dunn  
Gwen F. Fontenot  
Geraldyn McClure Franklin

Oliver Galbraith, III  
Frederick Greene  
Lynn Hoffman  
David S. Hovey  
Dewey Johnson  
Robert Justis  
Rudolph Kagerer  
Robert J. Kerber  
John Kerr  
W. "Fred" Kiesner  
Chris Kobler  
Richard D. Lorentz  
(Deceased)  
Charles Matthews

Eugene L. O'Connor  
Ronald Rubin  
Howard F. Rudd, Jr.  
Lowell Salter  
Homer Saunders (Deceased)  
Lincoln Simon  
Leo Simpson  
Joseph F. Singer  
Harriet Soll  
George T. Solomon  
Winston D. Stahlecker  
Harriet Stephenson  
Lyle R. Trueblood  
Mark Weaver

## **USASBE President's Message**

Welcome to USASBE/SBIDA 2001 in Orlando!

As president of USASBE, it is my great pleasure to welcome you to the "Happiest Place on Earth" to learn, network, and celebrate with your colleagues in the fields of Entrepreneurship, Family Business, and Small Business. Our Program Chair, George Solomon, and his capable team have put together what I hope you will agree is an outstanding program of challenging and interesting sessions as well as some fun to lift the spirit as we massage the intellect and build our networks.

Remember, organizations like USASBE and SBIDA are volunteer organizations. We rely on you for the steam that keeps the engines running. If you have not been active before, get involved. You will find that your enthusiasm for the organization and the amount you get out of the conferences are significantly enhanced by active participation. This is an opportunity to work along side and rub elbows with the brightest and most active minds in your field. Don't waste such a wonderful opportunity to network with the best and the brightest our fields have to offer.

One major thrust that we have undertaken in USASBE is trying to involve the Divisions more actively in the development of the program and the management of the organization. If you have not done so already, I urge you to get involved in the Divisions of your interests and make your voice heard. Volunteer to review papers next year. Volunteer to work on committees to select award recipients or make other contributions to the smooth operation of your Divisions of interest.

As a part of the thrust to strengthen the Divisions, the Strategic Planning Committee suggested and the Executive Board approved, some proposed significant changes to the organizational structure of USASBE. At the Annual Business Meeting I will be explaining to the membership these proposed changes and soliciting your support. These changes will require Amendments to the Constitution and By-Laws of USASBE. Please attend the Business Meeting and ask any questions you have so that you will be able to vote knowledgeably when you receive the paper ballot containing the Constitution and By-Law Amendments.

Enjoy the conference this year and don't forget to fill out the program evaluations and attend the debriefing session on Sunday morning. Help us to continue to improve our programs to keep USASBE the best, most relevant, most enjoyable professional organization in which any of us takes part and the premier professional organization in Entrepreneurship, Family Business and Small Business education.

Scott Kunkel  
USASBE President 2000

## **SBIDA President's Message**

On behalf of the over 200 SBIDA members in the United States and four foreign countries, I would like to welcome all participants to the joint meeting of the Small Business Institute Directors' Association and the United States Association for Small Business and Entrepreneurship (USASBE). This is our second joint meeting, and the conference schedule is even more enriched than our 2000 meeting in San Antonio. As participants, you will have the opportunity to select from several dozen papers on entrepreneurship, small business management, finance, marketing, and e-commerce. Those of you interested in earning the SBIDA-sponsored professional certificate in small business consulting will have the opportunity to attend several workshops designed to produce credit towards the professional certification.

On Thursday, SBIDA will have a 25-year celebration during lunch and many friends, both old and new, will be in attendance. Please greet them warmly. The luncheon will also include many of the SBIDA awards and a special presentation by Dean Larry Penley of Arizona State University who is the current president of the AACSB. Dean Penley will discuss the roles of entrepreneurship and small business consulting in the modern business curriculum.

Florida will be wonderful this time of the year, so enjoy the conference, the recreational opportunities, and the collegiality of nearly 500 academics and practitioners in our fields of study.

Joseph Geiger  
SBIDA President 2000

## **Message from the Proceedings Editors**

Welcome to the second USASBE/SBIDA joint annual national conference, February 7-10, 2001 in Orlando, Florida. This year the conference celebrates the theme, “2001: An Entrepreneurial Odyssey”, and judging from the papers submitted, what an odyssey it will be. In addition, SBIDA will be taking this opportunity to celebrate its 25<sup>th</sup> anniversary.

Our sincere thanks go to all the members of USASBE and SBIDA and many others for their efforts in submitting their scholarly works. The conference is benefiting from an exceptional number of quality submissions in all categories. Also, just shy of 100 reviewers labored to complete the selection process of a record number of papers, workshops and symposia.

This year we have attempted, not always successfully, to produce two-part Proceedings. Part one is printed presentation, competitive paper and workshop abstracts. This material has been edited and formatted for uniform appearance. Part two, in response to requests after the San Antonio conference, is a CD-ROM catalog of full papers. These papers were reproduced as submitted, in their original style and format. Some difficulties were encountered in gathering all submissions together prior to publication deadlines. As a result, not all papers may be included. Every effort, however, was made to be as complete as possible.

Thank heaven for email and overnight package delivery services. However, try not to expect too much from the latter over the Holidays.

Sandra King, California State Polytechnical University-Pomona  
Patrick McCaskey, Millersville University  
George Solomon, The George Washington University  
Sherrie Taylor, Texas Woman’s University

## FEATURED SPEAKERS

### **Dr. G. Dale Meyer**

Dr. Meyer is currently President of the International Council for Small Business, The Anderson Chair Holder in Entrepreneurial Development and Professor of Strategic Management and Entrepreneurship at the University of Colorado. He has won 14 teaching excellence awards, been designated the permanent title of President's Teaching Scholar, and in 1998, received the Hazel Barnes Prize which is the University of Colorado's ultimate award for career excellence in teaching and research.

### **Dr. Larry Penley**

Dr. Penley is currently Dean of the College of Business at Arizona State University. He holds the University's Bob Herberger Arizona Heritage Chair. Dean Penley is Chair of the AACSB -The International Association for Management Education. He has been a leader in the AACSB movement for "relevance" in business school curricular – the creation of close links with the private sector in meeting their needs for graduates who can perform effectively in the new business environment.

### **Ambassador John Bryant**

John Bryant is the Founder, Chairman of the Board and Chief Executive Officer of Operation HOPE, Inc., America's first non-profit investment-banking organization. As Chairman of Operation HOPE, Inc., Mr. Bryant also serves as Chairman and Chief Executive Officer of the growing network of Operation HOPE Banking Centers and Inner City Cyber Cafes, which are for-profit subsidiaries of Operation HOPE, Inc., innovative new models for banking under-served communities and bridging the digital divide.

### **Satya Nadella**

Satya is currently responsible for leading the Microsoft bCentral team. Microsoft bCentral helps small and growing companies get started online, find new customers and manage their businesses more effectively. Satya has been at Microsoft for seven years. Prior to joining the bCentral effort, Satya was the General Manager for E-Commerce Platforms group and was responsible for leading Commerce Server & BizTalk Server efforts. Satya also worked as a Group Product Manager in the Advanced Technology Group and was responsible for product management of Microsoft Media Server and ITV platforms. Before joining Microsoft, Satya worked at Sun Microsystems as a Software Development Engineer. Satya has a Master in Computer Science from University of Wisconsin and an MBA from University of Chicago.

### **Maisie Jane Hurtado**

Ms. Hurtado is the owner of Maisie Jane's California Sunshine Products, Inc. founded in 1993, which started as a Future Farmers of America project in high school. Over the course of seven years, she has grown her business by over 100% every year and she now has 18 hired employees. Her products are sold nationally to accounts such as Disneyland and grocery store chains. She is a devoted advocate in using the disabled in the public workplace, keeping agriculture alive (as that is where her roots and products derive), and promoting young entrepreneurship!

## Tuesday February 6, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
12:00 PM – 1:00 PM		Coronado F
<b>DSEF Entrepreneurship Academic Seminar on Direct Selling</b>		
	Welcome and Purpose (Lunch Served) <i>Robin Diamond, DSEF Academic Project Director</i>	
1:00 PM – 5:45 PM		Fiesta 10
1:00 PM – 1:45 PM	The Essence of the Direct Selling Entrepreneur <i>Harry W. Hersey, CEO, Golden Pride, Inc.</i>	
1:45 PM – 2:30 PM	New Ventures in Direct Selling <i>TBA</i>	
2:30 PM – 3:15 PM	Entrepreneurial Leadership in a High Touch Industry <i>Leslie Campbell, President &amp; CEO, TARRAH Cosmetics.</i>	
3:15 PM – 3:45 PM	<b>Afternoon Break</b>	
3:45 PM – 4:30 PM	Copreneur: Micro Enterprise in Direct Selling <i>Representatives from the Kirby Company</i>	
4:30 PM – 5:15 PM	Entrepreneurial Ethics <i>Larry R. Kaplan, Past President, National Association of Consumer Agency Administrators</i>	
5:15 PM – 5:45 PM	Discussion and Wrap Up <i>George Solomon, The George Washington University</i>	
6:30 PM – 8:30 PM	Reception and Dinner hosted by <b>The Direct Selling Education Foundation</b>	TBA
2:00 PM – 6:00 PM	<b>Coleman Chairs Meeting</b>	<b>Fiesta 5</b>

## Wednesday February 7, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
9:00 AM – 5:00 PM	<p style="text-align: center;"><b>Senior Entrepreneurship Scholars Think Tank Consortium</b>  <i>Senior entrepreneurship scholars will be invited to take inventory of the field by identifying gaps in our knowledge, investigating strategies, reviewing best practices and recommending suggestions for moving the field forward. This is an opportunity to provide some introspection and engage in a state of the union report/discussion.</i>  <b>*By invitation only*</b></p> <p><b>Chairperson:</b> Harold Welsch, DePaul University  <b>Facilitator:</b> Joyce Brockhaus, The Brockhaus Group  <b>Coordinator:</b> Barbara Kuhns, DePaul University</p>	<b>Fiesta 9</b>
10:00 AM – 12:00 PM	<b>SBIDA Outgoing Officers Meeting</b>	<b>Yucatan 2</b>
12:00 PM – 5:00 PM	<b>USASBE Board Luncheon and Meeting</b>	<b>Yucatan 3</b>
12:00 PM – 8:00 PM	<b>Pre-Conference Registration</b>	<b>Foyer of Conference Center</b>
1:00 PM – 5:00 PM	<b>SBIDA New Director's Orientation</b>	<b>Yucatan 2</b>
1:00 PM – 1:15 PM	<i>Welcome</i> : Sherrie Taylor, VP-Programs, SBIDA	
1:15 PM – 1:20 PM	<i>Introduction and Explanation of Pre-Conference</i> Jim Bradley, VP-Case Competition, SBIDA	
1:20 PM – 1:50 PM	<i>Different Ways to Use the SBI™ Program</i> <i>As a Consulting Project Course</i> Don Scigimpaglia	
	<i>As a Strategic Management Course</i> Richard Dailey	
1:50 PM – 2:20 PM	<i>Types of SBI™ Reports and Case Competition</i> Tom Liesz	
2:20 PM – 3:00 PM	<i>Writing a Quality SBI™ Report</i> Mike Ames John Kooyenga	
3:00 PM – 3:30 PM	<i>Developing &amp; Funding an Entrepreneurship SBIDA Center</i> Lynn Hoffman Harriet Stephenson	
3:30 PM – 3:45 PM	Afternoon Break	

## Wednesday February 7, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
3:45 PM – 4:15 PM	<i>Marketing Your SBI<sup>™</sup> Program to Faculty, Administration, Students, &amp; Clients</i> Kirk Heriot Charles Matthews Leo Simpson	<b>Yucatan 2</b>
4:15 PM – 4:30 PM	CSBC Program Gary Aitchison, VP-Quality Assurance, SBIDA	
4:30 PM – 5:30 PM	Internationalizing the SBIDA Program Doug Frazer, Immediate Past President, SBIDA	
<b>5:30 PM – 6:30 PM</b>	<b>Coleman Orientation Session</b>	<b>Monterrey 1, 2, 3</b>
<b>6:30 PM – 8:00 PM</b>	<b>Opening USASBE/SBIDA Reception</b> <i>Sponsored by Coleman Foundation</i>	<b>Patio del sol</b>
<b>7:00 PM – 10:00 PM</b>	<b>SBIDA Board Meeting</b>	<b>Yucatan 2,3</b>
<b>8:00 PM</b>	<b>Dinner on Your Own</b>	

## Thursday February 8, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
7:00 AM - 5:00 PM	<b>Registration</b>	Foyer of Conference Center
8:00 AM - 5:00 PM	<b>Exhibits</b>	Fiesta 5
7:00 AM – 8:30 AM	<i>Journal of Small Business Strategy</i> <i>Editorial Review Board</i>	Fiesta 4
7:30 AM – 8:30 AM	<b>Continental Breakfast</b> All-Conference Networking Breakfast JSBM Editorial Review Board [Reserved Tables] USASBE New Officers Breakfast [Reserved Tables] SBIDA Outgoing Officers Meeting [Reserved Tables]	Fiesta 5
8:30 AM – 9:00 AM	<b>Opening Plenary Session of Conference</b> <b>Greetings:</b> Scott Kunkel USASBE President Joe Geiger, SBIDA President  <b>Welcome:</b> Dean Thomas Keon University of Central Florida	Fiesta 5
9:00 AM - 9:45 AM	<b>COLEMAN WHITE PAPER</b>  <i>“Major Unresolved Issues And Opportunities In Entrepreneurship Education”</i> <b>G. Dale Meyer, President, ICSB</b> <b>University of Colorado – Boulder</b>	Fiesta 5
9:45 AM – 10: 15 AM	Morning Break	Foyer of Conference Center
10:15 AM – 11:30 AM	<i>Themes/ Tracks: Coleman Invited Track</i>  <i>“Entrepreneurship and Business Education: Drift or Thrust into the 21<sup>st</sup> Century?”</i> <b>Chair:</b> Dr. Harold P. Welsch, DePaul University <b>Panel:</b> Lyman Porter, University of California - Irvine G. Dale Meyer, University of Colorado - Boulder John Hughes, The Coleman Foundation	Fiesta 1
	<i>Themes/Tracks: Entrepreneurship Education</i>  <i>“National Specialty &amp; PhD Program Innovations”</i> <b>Chair:</b> Charles Hofer, University of Georgia  <b>Past Winners</b> Stetson University (Family Business) University of Pittsburgh (PhD Program)	Fiesta 2

## Thursday February 8, 2001

### TIME

### SESSION

### ROOM

10:15 AM – 11:30 AM

*Themes/ Tracks: Entrepreneurship Education*  
**Invited Session**

**Fiesta 3**

**Chair:** Jay Azriel, University of Albany

*"Methods for Teaching Entrepreneurship to High School Students  
(and Younger)"*

Frank Kennedy, Magic Biz, Inc.

**Making Cents**

Fiona Mccauley

*Themes/ Tracks: Invited Session: Family Business*

**Fiesta 4**

*"Issues in Minority, Women and Family Entrepreneurship Research"*

**Chair:** Myung-Soo Lee, Baruch College

**Panel:**

Edward Rogoff, Baruch College

Robert Fairlie, University of California, Santa Cruz

John Sibley Butler, University of Texas

Timothy Bates, Wayne State University

*Themes/ Tracks: Invited Session Corporate Entrepreneurship* **Fiesta 7**

*"Trends in Corporate Entrepreneurship Research and Practice"*

**Chair:** J. Michael Alford, The Citadel

**Panel:**

Donald F. Kuratko, Ball State University

R. Duane Ireland, University of Richmond

Michael Morris, Miami University (OH)

Jeffrey Hornsby, Ball State University

*Themes/ Tracks: Applied New Business Ventures*  
**Competitive Papers**

**Fiesta 8**

**Chair:** Terry Gaston, Southern Oregon University

*"A Market Variable Model of Demand Estimation for Entrepreneurs"*

Mary Allender, University of Portland

*A Fresh Look at Incremental and Radical Innovation in the Entrepreneurial Firm"*

Dawn R. Detienne, University of Colorado

Christine S. Koberg, University of Colorado

Kurt A. Heppart, United States Air Force Academy

*"Strategic Choices and Startup-Team Characteristics as a Source of Competitive Advantages for a New Business Venture: An Empirical Investigation of Separate, Moderating and Mediating Effects"*

Jay Hyuk Rhee, San Jose University

## Thursday February 8, 2001

### TIME

### SESSION

### ROOM

10:15 AM – 11:30 AM

*Themes/ Tracks: Applied Workshops*

Fiesta 9

**Chair:** Richard Daily, University of Montana

*Experiential Learning Options for Entrepreneurship Educators*

Lisa Majure, Northern Arizona University

Diane Welsh, John Carroll University

Jared Boyd, Students in Free Enterprise

Denise Woodbury, Weber State University

Sherrie Taylor, Texas Woman's University

*Certified Small Business Counselor Workshop: What it is, How Do You Earn It?*

Gary Aitchison, Iowa State University

*Themes/ Tracks: Applied Issues – Internet  
Competitive Papers*

Fiesta 10

**Chair:** James Maxwell, Berea College

*“EC in the Local Arena - The Role of SME's in Promoting the Diffusion of  
Internet Technologies in Communities”*

Celia Romm, Central Queensland University

W. Taylor, Central Queensland University

*“The Changing Nature of the Travel Agency Industry:  
Technological and Agency Theory Issues”*

Stephen W. Osborne, Indiana University of Pennsylvania

Prashanth B. Nagendra, Indiana University of Pennsylvania

Thomas W. Falcone, Indiana University of Pennsylvania

*Themes/ Tracks: Applied Issues - Management Consulting  
Competitive Papers*

Yucatan 1

**Chair:** Sam Bruno, University of Houston, Clear Lake

*“Improving the Quality of Management Consulting by Integration of Delivery  
Systems: A Service Delivery Model and Organizational Framework”*

Michael D. Ames, California State University Fullerton

*“Demand for Small Business Consulting and Educational Services:  
A Comprehensive Survey”*

Keely A. Bamberg, San Diego State University

Howard R. Toole, San Diego State University

## Thursday February 8, 2001

### TIME

10:15 AM - 11:30 AM

### SESSION

*Themes/ Tracks: International  
Competitive Papers*

### ROOM

Yucatan 2

**Chair:** Klaus Havenga, Potchefstroom Universiteit

*“Evolution of Entrepreneurship And An Evaluation of Entrepreneurial  
Performance: The Experience of Bangladesh”*  
Mainuddin Afza, Bloomsburg University

*“Performance and Strategy in the Entrepreneurial Global  
Computer Software Industry”*

John A. Parnell, Texas A & M University Commerce  
Shawn Carraher, Texas A & M University Commerce  
Randy Odom, Texas A & M University Commerce

*Information Technology and the Education of Entrepreneurship:  
A Reflective Teaching Perspective”*  
Zealelem T. Temtime, University of Botswana

*Themes/ Tracks: Small Business Counseling and  
Management Issues*

Coronado F

**Chair:** Bruce Kemelgor, University of Louisville

*“Enhancing SBI Student Consulting Competences:  
A Decade Long After Action Report, ”*

Dennis J. Elbert, University of North Dakota  
Phil A. Harneson, University of North Dakota  
William L. Dougan, University of North Dakota

*“Student Consulting Teams: A New Method of Teaching  
Business Courses in Russia”*

Igor Y Semenov, State University of Management Moscow  
Charles N. Toftoy, The George Washington University

**Thursday February 8, 2001**

<b><u>TIME</u></b>	<b><u>SESSION</u></b>	<b><u>ROOM</u></b>
<b>11:45 AM - 1:15 PM</b>	<b>All Conference Luncheon SBIDA's 25th Anniversary Celebration</b>  <b>Chair: Joseph Geiger, SBIDA President</b>  <i>Luncheon Speaker:</i> <b>Dr. Larry Penley</b> <b>Dean, Arizona State University</b> <b>President AACSB</b>  <b>SBIDA Case of the Year</b> <b>Homer Saunders Mentor Award</b> <b>Best Paper Journal of Small Business Strategy</b>	<b>Fiesta 5</b>
<b>1:30 PM - 2:45 PM</b>	<b>Themes/ Tracks: Coleman Invited Track Inner-City E-Development</b>  <i>"The inner-city focus is a paradigm shift in the approach to inner-city economic development. It seeks to replace the traditional focus on urban blight and community deficiencies with a more constructive focus on market opportunities. The mission is to spark new thinking about the economic potential of inner cities, thereby creating jobs, income, and wealth for local residents. This will transform thinking, provide cities with a new vision of economic development, and engage the resources of the private sector to accelerate inner-city business growth."</i>  <b>Chair: Alex Stewart, Marquette University</b>  <b>Panel:</b> Patricia Greene, University of Missouri - Kansas City Gregory Fairchild, University of Virginia dt Ogilvie, Rutgers University Monica Dean, Initiative for a Competitive Inner City	<b>Fiesta 1</b>
	<b>Themes/ Tracks: Entrepreneurship Education</b>  <i>"National Undergraduate Program Innovations"</i>  <b>Chair: Bill Schulz, Oglethorpe University</b>  <b>Past Winners</b> University of St. Thomas University of Victoria	<b>Fiesta 2</b>

## Thursday February 8, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
1:30 PM - 2:45 PM	<p><i>Themes/ Tracks: Entrepreneurship Education Invited Session</i></p> <p><i>"High-Tech Entrepreneurship Education and Undergraduates: Designing a Successful Curriculum &amp; Field Experience"</i></p> <p><b>Chair:</b> Denise M. Thompson, Norfolk State University</p> <p><b>Panel:</b> Robert C. Askew, Sr., Norfolk State University Melinda D. Harris, Norfolk State University Denise M. Thompson, Norfolk State University</p>	Fiesta 3
	<p><i>Themes/ Tracks: Family Business Invited Session</i></p> <p><i>"Financial Dimensions of Family-Owned Businesses Acquisition of Debt and Equity Capital"</i></p> <p><b>Chair:</b> George Haynes, Montana State University</p> <p><b>Panel:</b> Robert Avery, Federal Reserve Board of Governors Charles Ou, Small Business Administration Susan Coleman, University of Hartford</p>	Fiesta 4
	<p><i>Themes/ Tracks: Corporate Entrepreneurship</i></p> <p><b>Best Journal Article on Corporate Entrepreneurship</b> <i>"Pioneers and Followers Competitive Tactics, Environment and Firm Growth," <u>Journal of Business Venturing</u></i></p> <p>Dennis P. Selvin, University of Pittsburgh</p>	Fiesta 7

## Thursday February 8, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
1:30 PM - 2:45 PM	<p><i>Themes/ Tracks: Small Business Competitive Papers</i></p> <p><b>Chair:</b> Pam Schindler, Wittenberg University</p> <p><i>“Entrepreneurial Success in the New Economy”</i> Sally Fowler, University of Victoria Thomas B. Lawrence, University of Victoria Eric Morse, University of Victoria</p> <p><i>“When He and She Sell Seashells: Exploring the Relationship Between Management Team Gender Balance and Small Retailer Performance”</i> Reginald A. Litz, University of Manitoba Cathy Folker, University of St. Thomas</p> <p><i>“Entrepreneurial Motivation in Service Industries: Public Accounting Firms as Unintended Incubators for Small Business”</i> Jeffery S. McMullen, University of Colorado at Boulder</p>	<b>Fiesta 8</b>
	<p><i>Themes/ Tracks: Innovation and Creativity Competitive Workshops</i></p> <p><b>Chair:</b> William Schulte, St Johns University</p> <p><i>“Home-Grown High-Tech: The Feasibility of Innovation Centers”</i> John Wallace, Marshall University Gerald McDonald, Huntington Area Development Council</p> <p><i>“Entrepreneurship in the Performing Arts: A Discussion on the Affects of the Internet on the Creative and Business Systems in the Music and Entertainment Industry”</i> Larry Wacholtz, Belmont University</p>	<b>Fiesta 9</b>
	<p><i>Themes/ Tracks: Applied Legal Competitive Papers</i></p> <p><b>Chair:</b> Fred Fry, Bradley University</p> <p><i>“Ethics in Small Business: An Exploration and Comparison of Attitudes”</i> J. N. Bradley, Central Washington University</p> <p><i>“Legal Issues Impacting the Small Firm: Preliminary Observations”</i> Kirk C. Heriot, North Georgia College &amp; State University Stephanie Huneycutt, Christopher Newport University</p> <p><i>“3 Things Technical Entrepreneurs Need To Know About Patents”</i> Mark Manley, Central Missouri State University</p>	<b>Fiesta 10</b>

## Thursday February 8, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
1:30 PM - 2:45 PM	<p><i>Themes/ Tracks: Small Business Invited</i></p> <p><i>“The Most Troublesome Small Business Issues: Interactive Discussions with Three Small Business Presidents”</i></p> <p><b>Chair:</b> Charles Toftoy, The George Washington University</p> <p><b>Panel:</b> Mick Young, Director of Operations &amp; Sales, Eagle Pest Management Marilyn Simmons, President, Computer Nuts Michael Hinn, President, Knight Images, Inc.</p>	Yucatan 1
	<p><i>Themes/ Tracks: Entrepreneurial Issues Competitive Papers</i></p> <p><b>Chair:</b> Barbara Kuhns, DePaul University</p> <p><i>“New Venture Performance: An Exploratory Perspective”</i> JoAnn C. Carland, Western Carolina University James Carland, Western Carolina University</p> <p><i>“Entrepreneurs' Opportunities in Technology Based Market”</i> Steve Walsh, University of New Mexico Bruce Kirchhoff, New Jersey Institute of Technology</p>	Yucatan 2
	<p><i>Themes/ Tracks Coleman Invited Session</i></p> <p><b>Collegiate Entrepreneur Programs: Students Learning the Profession</b></p> <p><i>More students are being exposed to entrepreneurship education and are taking it to heart by starting businesses even before they graduate. Various innovative programs and organizations have been established to complement their learning experiences in the classroom. The workshop will focus on three national programs: Collegiate Entrepreneurship Opportunities (CEO), National Collegiate Inventors and Innovators Alliance (NCIIA), and North American Collegiate Entrepreneur™ Awards (NACEA). We will discuss each independent operating model and its interaction to enhance student and faculty entrepreneurship. Information will be shared during this panel presentation on how to become involved and what is to be gained from that involvement</i></p> <p><b>Chair:</b> Robert Brockhaus, St. Louis University</p> <p><b>Panel:</b> Gerald Hills, University of Illinois at Chicago Sharon Bower, St. Louis University; National Collegiate Awards Phil Weilerstein, National Collegiate Inventors and Innovators Alliance (NCIIA)</p>	Coronado F

## Thursday February 8, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
1:30 PM - 2:45 PM	<i>Themes/ Tracks: Entrepreneurship Education</i> <b>Divisional Meeting</b> <b>Chair:</b> Charles Hofer, University of Georgia	<b>Coronado G</b>
2:45 PM - 3:15 PM	<b>Afternoon Break</b>	<b>Fiesta 5</b>
3:15 PM - 4:30 PM	<i>Themes/ Tracks: Coleman Invited Sessions</i> <b>University-Based Seed Funds</b>  <i>"Several Universities have established seed capital funds for student entrepreneurs' start-ups. They will describe these structures and recount their experiences in how these programs operate. Legal questions and sources of capital will be discussed."</i>  <b>Chair:</b> Lynn Neeley, Northern Illinois University  <b>Panel:</b> Ray Aldag, University of Wisconsin - Madison Stuart Wasilowski, Elgin Community College Tim Stearns, University of California - Fresno Don Spero, The Dingman Center for Entrepreneurship	<b>Fiesta 1</b>
	<i>Themes/ Tracks: Entrepreneurship Education</i> <i>"National Entrepreneurship Pedagogy Innovations"</i>  <b>Chair:</b> Don Kuratko, Ball State University <b>Past Winners</b> Gary Cadenhead, Texas Charles Hofer, Georgia	<b>Fiesta 2</b>
	<i>Themes/ Tracks: Entrepreneurship Education</i> <b>Competitive Workshop</b>  <b>Chair:</b> Bill Schulz, Oglethorpe University  <i>"Differentiation of Small Business Management and Entrepreneurship Courses"</i> Fred L. Fry, Bradley University Tim S. Hatten, Mesa State College  <i>"Utilizing Entrepreneurial Thought Processes to Increase Self Sufficiency for Underserved Audiences through Entrepreneurship Education: A Model for the Growth of University Entrepreneurship Outreach Programs"</i> Tim Klaus, Illinois State University Doug Gathers, Illinois State University	<b>Fiesta 3</b>

## Thursday February 8, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
3:15 PM - 4:30 PM	<p><i>Themes/ Tracks: Family Business, Strategic Management and Growth in the Family Business Competitive Papers</i></p> <p><b>Chair:</b> Deborah Francis, Auburn University at Montgomery</p> <p><i>“Strategic Implications of Data Gathering Activities: A Comparison between Family and Nonfamily Firms”</i> Donald Gudmundson, University of Wisconsin, Oshkosh C. Burk Tower, University of Wisconsin, Oshkosh E. Alan Hartman, University of Wisconsin, Oshkosh</p> <p><i>“The Influence of Funding and Control on Growth: A Comparative Analysis of Fast-Growth Family &amp; Non-Family Firms”</i></p> <p>Nancy Upton, Baylor University Elisabeth J. Teal, Baylor University Joe T. Felan, Baylor University</p>	Fiesta 4
	<p><i>Themes/ Tracks: Corporate Entrepreneurship</i></p> <p><b>Divisional Meeting</b></p> <p><b>Chair:</b> J. Michael Alford, The Citadel</p>	Fiesta 7
	<p><i>Themes/ Tracks: Small Business</i></p> <p><i>Competitive Papers</i></p> <p><b>Chair:</b> John Wallace, Marshall University</p> <p><i>“Generating Profits in the Networked Economy”</i> Jeffrey C. Shuman, Bentley College</p> <p><i>“Contributions of Leadership, Behaviors and Attitudes”</i> Jun Yan, Texas Tech University Ritch L. Sorenson, Texas Tech University</p> <p><i>“Absorptive Capacity And Firm Responsiveness: An Empirical Investigation of Growth-Oriented Firms”</i> Harold Welsch, Coleman Chair, DePaul University Jianwen Liao, Robert Morris College Michael Stoica, Washburn University</p>	Fiesta 8
	<p><i>Themes/ Tracks: International Entrepreneurship</i></p> <p><b>Divisional Meeting</b></p> <p><b>Chair:</b> Emeric Solymossy, Western Illinois University - Quad Cities</p>	Fiesta 9
	<p><i>Themes/ Tracks: Individual Entrepreneurship Track</i></p> <p><b>Divisional Meeting</b></p> <p><b>Chair:</b> J. David Hunger, Iowa State University</p>	Fiesta 10

## Thursday February 8, 2001

### TIME

### SESSION

### ROOM

3:15 PM - 4:30 PM

**Themes/ Tracks: The NCHIA Grants Program:  
Supporting Technological Innovation and  
Entrepreneurship**

**Yucatan 1**

*“The National Collegiate Inventors and Innovators Alliance is a non-profit educational organization supporting technological entrepreneurship in American higher education. Through its unique grants program faculty and students can obtain support for the development of courses, programs and technology-based products and ventures. In this panel discussion, faculty participating in the program will discuss their experiences followed by a discussion of the program guidelines and funding priorities.”*

**Chair:** Phil Weilerstein

**Panel:**

Fred Kiesner, Loyola Marymount University

Michael Morris, Miami University (OH)

Tim Stearns, University of California - Fresno

**Themes/ Tracks: Entrepreneurship  
Competitive Papers**

**Yucatan 2**

**Chair:** Harriet Stephenson, Seattle University

*“Institutional Entrepreneurship and the Industry Life Cycle:  
The Legitimization of New Industries”*

Monica A. Zimmerman, Temple University

Stephen Callaway, Temple University

*“Evaluation of A New Venture Creation Program In Agribusiness”*

Max S. Wortman, Jr., Iowa State University

*“The Role of Goals and Goal Congruence in Managing a Firm's Culture”*

Thomas Lumpkin, University of Illinois at Chicago

**Themes/ Tracks: Family Business:  
Competitive Workshop Session**

**Coronado F**

**Chair:** Hugh Sloan, University of Mississippi

*“How Does Personality Type Influence Family Business in Various Cultures?”*

**Panel:**

Greg McCann, Stetson University

Michelle DeMoss, Stetson University

Everett Moitoza, Genus Resources, Inc.



## Thursday February 8, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
4:45 PM - 6:00 PM	<p><b>Themes/ Tracks: <i>Entrepreneurship Education</i></b> <b>Invited Sessions</b></p> <p><i>"Building Bridges: Creating an Entrepreneurship Education Delivery Team"</i></p> <p><b>Co-Chairs:</b> Allen N. Shub, Northeastern Illinois University Charles F. Falk, St. Claire Partners</p> <p><b>Panel:</b> Mike Hennessy, President, The Coleman Foundation Gary Ernst, Coleman Professor, North Central College Harold F. Welsch, Coleman Chair, DePaul University G. Dale Meyer, University of Colorado</p>	<b>Fiesta 3</b>
	<p><b>Themes/ Tracks: <i>Family Business</i></b> <b>Assessment and Investigation of the Family Business System</b> <b>Competitive Papers</b></p> <p><b>Chair:</b> Frances Amatucci, Salem State University</p> <p><i>"A Systemic Assessment of the Family/Business System Using the Family Environment Scale and the Work Environment Scale"</i> Kathy J. Marshack, Private Consultant</p> <p><i>"An Investigation of Script Decisions in the Creating, Operating, and Disposing of Family Businesses"</i> Richard Stapleton, Georgia Southern University Deborah Stapleton, Georgia Southern University</p>	<b>Fiesta 4</b>
	<p><b>Themes/ Tracks: <i>Competitive Workshops</i></b></p> <p><b>Chair: David Newton, Westmont College</b></p> <p><i>"Model Programs for Training Owners of Existing Businesses"</i> John Armstrong, Blue Mountain Community College Jim Entler, Clatsop Community College Warren Lagerquist, Hibbing Community College Jean Names, Lane Community College C. Dean Otto, South Central Technical College</p>	<b>Fiesta 7</b>
	<p><b>Themes/ Tracks: <i>Individual Entrepreneurship</i></b> <b>Invited Workshops</b></p> <p><i>"The State of the Knowledge in Individual Entrepreneurship"</i></p> <p><b>Chair:</b> J. David Hunger, Iowa State University</p> <p><b>Panel:</b> William B. Gartner, University of Southern California Jeffrey McMullen, University of Colorado Charles Hofer, University of Georgia</p>	<b>Fiesta 8</b>

## Thursday February 8, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
4:45 PM - 6:00 PM	<i>Themes/Tracks: Competitive Workshops</i>  <b>Chair:</b> Allen N. Shub, Northeastern Illinois University  <i>“Panel on Centers for Entrepreneurship”</i> Lynn Hoffman, University of Northern Colorado  <i>“Don’t Let the Financials Scare You”</i> Randi Ellis, Black Hills State University Thomas Liesz, Mesa State College	<b>Fiesta 9</b>
	<i>Themes/ Tracks: Public Policy Issues and Small Business Competitive Papers</i>  <b>Chair:</b> Bruce Kirchhoff, New Jersey Institute of Technology  <i>“Small Business Incubators and the Entrepreneurial Environment “</i> Robert E. Bernier, University of Nebraska at Omaha  <i>“The Innovation Process of Start-Up Firms and The Moderating Effects of Incubators”</i> Andrew C. Corbett, University of Colorado at Boulder	<b>Fiesta 10</b>
	<i>Themes/ Tracks: Small Business Management Issues Competitive papers</i>  <b>Chair:</b> Rickie Moore, E.M. Lyon  <i>“Organizational Training for Entrepreneurial Firms”</i> James R. Maxwell, Berea College  <i>“Entrepreneurship and the Need for Management Control: Efficiency Versus Effectiveness”</i>  Michael H. Morris, Miami University Terry Noel, Wichita State University Minet Schindehutte, Miami University	<b>Yucatan 1</b>
	<i>Themes/ Tracks: International Entrepreneurship</i>  International Entrepreneurship Special Interest Group <i>“ International Business”</i> <i>“International Entrepreneurial Research”</i>	<b>Yucatan 2</b>

## Thursday February 8, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
4:45 PM - 6:00 PM	<i>Themes/ Tracks: Rural and Diversity Issues Competitive Workshops</i>  <b>Chair:</b> Tony Iannucelli, Roger Williams University  <i>“Significant Research Issues in Diversity Entrepreneurship”</i> Max S. Wortman, Jr., Iowa State University Frank Hoy, University of Texas at El Paso Frances M. Amatucci, Salem State College Bonita Betters-Reed, Wheaton College Patricia Robinson-Saunders, Howard University	<b>Coronado F</b>
	<b>Themes/ Tracks: Minority and Women Division Divisional Meeting</b> <b>Chair:</b> Nancy Upton, Baylor University	<b>Coronado G</b>
6:00 PM -	<b>DINNER ON YOUR OWN</b>	
6:00 PM - 7:00 PM	International Association of Small Business Management Instructors Meeting	Fiesta 7
<b>6:00 PM– 8:15 PM</b>	<b>SBIDA General Business Meeting</b>	<b>Fiesta 5</b>
	<b>USASBE Fellows Dinner (off-site)</b>	

## Friday February 9, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
8:00 AM – 3:15 PM	<b>Registration</b>	Foyer of Conference Center
8:00 AM – 3:15 PM	<b>Exhibits</b>	Fiesta 5
7:00 AM - 8:30 AM	<b>SBIDA Fellows, Mentors and Presidents' Breakfast</b>	Coronado C
7:30 AM - 8:20 AM	<b>All-Conference Continental Breakfast</b> <i>USASBE Annual General Meeting</i>	Fiesta 5
8:20 AM – 8:30 AM	<b>USASBE Conference RENO, NV 2002</b> <b>Frank Hoy, Program Chair</b>	
8:35 AM - 9:15 AM	<b>Plenary Speaker</b> <i>E-business and Small Business</i> Satya Nadella Vice President, Microsoft bCentral	Fiesta 5
9:15 AM - 9:30 AM	<b>Morning Break</b>	Fiesta 5
9:30 AM - 10:45 AM	<b>Themes/ Tracks: Coleman Invited Session</b> <b>Technology Start-ups: Unique Generic E-Models?</b>  <i>“The panel focuses on how technology start-ups are similar or different from traditional start-ups. Are the processes and stages compressed into a fast track growth model or do they follow similar patterns experienced by other industries?”</i>  <b>Chair:</b> Michael Stoica, Washburn University  <b>Panel</b> Rodney Shrader, University of Illinois at Chicago Tom Lumpkin, University of Illinois at Chicago Lisa Gundry, DePaul University Jill Kickul, DePaul University  <b>Themes/ Tracks: Entrepreneurship Education</b> National Undergraduate Program Award Finalists <b>Chair:</b> Bill Schulz, Oglethorpe University  University of Miami (OH) University of Arizona	Fiesta 1
	<b>Themes/ Tracks: Entrepreneurship Education</b> National Undergraduate Program Award Finalists <b>Chair:</b> Bill Schulz, Oglethorpe University  University of Miami (OH) University of Arizona	Fiesta 2
	<b>Themes/ Tracks: Entrepreneurship Education</b> <b>Invited Session</b>  <i>“Evaluating Entrepreneurship Education Programs: The Success Magazine Annual Survey of Top Entrepreneurship Programs”</i> Ripley Hotch, Publisher Success Magazine	Fiesta 3

## Friday February 9, 2001

### TIME

9:30 AM - 10:45 AM

### SESSION

*Themes/ Tracks: Family Business*

**Invited Session**

*"Next Generation of the Family Business Center Directors: Passing the Baton"*

**Chair:** Annika Sieler, University of Southern California

**Panel:**

Clark Hammond, University of South Dakota

Nina Paul, Family Business Forum

Diane Mitchell, University of Connecticut

Andrew Keyt, Loyola University of Chicago

### ROOM

**Fiesta 4**

*Themes/ Tracks: Corporate Entrepreneurship*

**Invited Papers**

**Fiesta 7**

**Chair:** J. Hans Pichler, University of Vienna

*"Corporate Entrepreneurship and Middle Managers:*

*A Model for Corporate Entrepreneurship Research and Practice."*

Donald F. Kuratko, Ball State University

Jeffrey Hornsby, Ball State University

*"Corporate Entrepreneurship as a Self-Organized Phenomenon: How Complexity Science Helps Explain Innovation in Organizations"*

Robert D. Russell, Penn State Capital

*"Toward a Reconciliation of Definitional Issues in the Field of Corporate Entrepreneurship"*

Pramodita Sharma, University of Calgary

James J. Chrisman, University of Calgary

*Themes/ Tracks: Entrepreneurship Education*

**Competitive Papers**

**Fiesta 8**

**Chair:** Karen Froelich, North Dakota State University

*"Entrepreneurship Education: Is there a Growing Crisis?"*

Robert P. Singh, University of the Pacific.

Bobby Magee, University of the Pacific.

*"Developing Entrepreneurship Potential in Youth:*

*The Effects of Entrepreneurial Education and Venture Creation"*

Howard S. Rasheed, University of South Florida.

*"Gender Differences Among MBA Entrepreneurs"*

Richard Demartino, Rochester Institute of Technology

Robert Barbato, Rochester Institute of Technology

## Friday February 9, 2001

### TIME

9:30 AM - 10:45 AM

### SESSION

***Themes/ Tracks: Applied Issues in New Venture  
Competitive Papers***

**Chair:** Peg Shipley, University of Houston-Downtown

*“Bet on Experience. Right?”*

Stephen C. Perry, Gardner-Webb University

*“Strategic Alliances: Do They Have Long Term Performance  
Implications for New Ventures?”*

Joette M. Wisnieski, Indiana University of Pennsylvania

*“Analyzing Economic Opportunities for New Enterprises in  
U.S. Metropolitan Areas”*

Charles P. Zlatkovich, The University of Texas at El Paso

Karl B. Putnam, The University of Texas at El Paso

***Themes/ Tracks: Internet/Technology  
Competitive Papers***

### ROOM

**Fiesta 9**

**Chair:** Ken Lacho, University of New Orleans

*“Mining Customer Intelligence: A Practical Framework for the Development of  
a Database Marketing System for the Small Business”*

Ronald S. Rubin, University of Central Florida

William Leigh, University of Central Florida

*“Building a Large Scale E-Business from a Small Anthill: A Case Study”*

Robert J. Mills, Utah State University

David Paper, Utah State University

James A. Rodger, Indiana University of Pennsylvania

*“Information Technology Adoption Among Small Retailers”*

Janet B. Runge, University of Nevada Las Vegas

Jungwoo Lee, University of Nevada Las Vegas

***Themes/ Tracks: Small Business and Entrepreneurial Issues Yucatan 1  
Competitive Workshops***

**Chair:** Jeanne Almaraz, California State Polytechnic University-Pomona

*“Catching Success: Leading and Fishing Wisdom- A Personal Self-Publishing  
Entrepreneurial Odyssey”*

Dewey Johnson, California State University - Fresno

*“Buried Treasure: Rediscovering the Ten Commandments of Entrepreneurial  
Success, As Taught by the Mother of Modern Franchising”*

Jane Plitt, University of Rochester

*Global Networks for Small Business Advisors*

(invited) Brian Dunsby, Institute of Business Advisors

## Friday February 9, 2001

### TIME

9:30 AM - 10:45 AM

### SESSION

*Themes/ Tracks: Research and Entrepreneurship*

**Invited Session**

*How to Make Your Survey Better*

**Chair:** William “Denny” Dennis, NFIB Foundation

**Panel:**

William “Denny” Dennis, NFIB Foundation

K. Mark Weaver, University of Alabama

Bruce Phillips, NFIB Foundation

*Themes/ Tracks: Small Business*

*Competitive Workshops*

**Chair:** Deborah Cours, California State University-Northridge

*“How Small Businesses with Small Budgets can Profit from the Web”*

Jim Entler, EMC Squared Consulting

Susan Sande, Washington State University

Johan Curtiss, Washington State University

*“Improving Your Advertising Results”*

Marty Schulz, Linn-Bentron Community College

*Themes/ Tracks: Diversity and Minority Issues*

*Competitive Workshops*

**Chair:** Jamal Husain, Purdue University Calumet

*“Entrepreneurship under Adverse Conditions”*

Frances Amatucci, Salem State College

Edward Irons, Clark Atlanta University

Joyce Shelleman, Frostburg State University

Max S. Wortman, Jr., Iowa State University

### ROOM

Yucatan 2

Coronado A

Coronado C

## Friday February 9, 2001

### TIME

10:45 AM –12:00 PM

### SESSION

*Themes/ Tracks: Coleman Invited Session*

### ROOM

**Fiesta 1**

**Small Grant Entrepreneurship Funding:  
The Three-Minute Elevator Presentation**

*“An opportunity for small schools to present new or expanding entrepreneurship education programs to the principals of the Coleman and Hughes Foundations. Applicants are encouraged to prepare a brief outline and short, informal oral presentation that can be discussed within a five-minute period. Some ideas may receive immediate approval for funding during this session. Grant will typically range from \$1,000 to \$5,000, some larger awards may be considered.”*

**Co-Chairs:** John Hughes, The John E. and Jeanne T. Hughes Foundation  
Michael Hennessy, The Coleman Foundation

*Themes/ Tracks: Entrepreneurship Education*

**Fiesta 2**

**Chair:** Gary Cadenhead, University of Texas-Austin

*“National MBA Program Award Finalists”*

**Wake Forest University  
University of Louisville**

*Themes/ Tracks: Entrepreneurship Education  
Competitive Workshops*

**Fiesta 3**

**Chair:** Leo Simpson, Eastern Washington University

*“Empirical Investigation into Entrepreneurship Education in the United States:  
Results of the 2000 National Survey of Entrepreneurship Education”*

Ayman Tarabishy, George Washington University  
George T. Solomon, George Washington University  
Erik K. Winslow, George Washington University

*Themes/ Tracks: Family Business  
Competitive Papers*

**Fiesta 4**

**Chair:** Kirk C. Heriot, North Georgia College & State University

**“Education and Innovation Within the Family Business”**

*“The Effects of Education Within the Family Business Context”*

Edward G. Rogoff, Baruch College  
Myung-Soo Lee, Baruch College  
Ramona K. Z. Heck, Cornell University

*“Your Old Men Will Dream Dreams, Your Young Men Shall  
See Visions: A Conceptualization of Innovation in Family Firms”*

Reg Litz, University of Manitoba  
Robert Kleysen, University of Manitoba

## Friday February 9, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
10:45 AM –12:00 PM	<i>Themes/ Tracks: Entrepreneurship Education Competitive Papers</i>  <b>Chair:</b> Lois Stevenson, The Swedish Foundation for Small Business  <i>“Increasing Critical Thinking Skills, Enhancing Involvement with A Learner-Led Method of Entrepreneurship and Small Business Case Analysis”</i> Peter H. Hackbert, California State University Monterey Bay  <i>“Georgia Collaboration for Entrepreneurship Education (GCEE): A Conceptual Model to Increase New Ventures, Jobs, and Economic Value Across the State “</i> Dorothy Brawley, Kennesaw State University	Fiesta 7
	<i>Themes/ Tracks: Internet and Technology Competitive Workshops</i>  <b>Chair:</b> Nancy Dodd, Montana State University  <i>“Cyberspace Entrepreneurship: A Case-Based Model”</i> R. Wilburn Clouse, Vanderbilt University Terry Goodin, Vanderbilt University Mark Davey, Vanderbilt University Jeff Burgoyne, Vanderbilt University Bob August, Vanderbilt University  <i>“Small Business Use of the Internet”</i> Nancy Levenburg, Grand Valley State University Thomas C. Dandridge, University of Albany, SUNY Bruce Phillips, NFIB Foundation	Fiesta 8
	<i>Themes/ Tracks: Entrepreneurship Education Competitive Papers</i>  <b>Chair:</b> Bill Schulz, Oglethorpe University  <i>“The Impact of Course Technologies on Entrepreneurship Education and on Student Learning,”</i> Sherrie E. Human, Xavier University Tom Clark Xavier, University Mike Sigg, Xavier University.  <i>“Linking Entrepreneurship Education to the Community through Creative Fund Raising “</i> Benjamin M. Oviatt, Georgia State University Irene M. Duhaime, Georgia State University Deborah S. Butler, Georgia State University  <i>“Coupling Engineering and Entrepreneurship Education through Formula SAE “</i> Fred Fry, Bradley University Martin Morns, Bradley University	Fiesta 9

## Friday February 9, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
10:45 AM –12:00 PM	<i>Themes/ Tracks: Applied Marketing and Management Competitive Papers</i>	Fiesta 10

**Chair:** Gary Aitchison, Iowa State University

*“Small Businesses, Quality and a Conversation with the Smallest Winner of the Malcolm Baldrige National Quality award”*

Sharon Clinebell, University of Northern Colorado

Lynn Hoffman, University of Northern Colorado

*“A Nonparametric Approach to Study Key Factors Influencing Location Decisions for Small Manufacturing Enterprises in Vermont”*

Chyi-Lyi (Kathleen) Liang, University of Vermont

Yeong-Tzay Su, National Kaosiung Normal University

Paul Dunn, The University of Louisiana at Monroe

Catherine Halbrendt, University of Vermont

*“Cultural Transformation in the Entrepreneurial Organization”*

James R. Maxwell, Berea College

***Themes/ Tracks: Internet and Entrepreneurship Education*** Yucatan 1  
***Invited***

**Chair:** Don Bradley, University of Central Arkansas

*“Lessons to be Learned When Using Distance Learning.”*

Dr. Don B. Bradley III, Executive Director Small Business Advancement

National Center, University of Central Arkansas and Vice-President

VUBIZ.com

***Themes/ Tracks: International Entrepreneurship*** Yucatan 2  
***Competitive Papers***

**Chair:** Dale Dickson, Mesa State University

*“Longitudinal Analysis of Relationships Between Planning and Performance in Small Australian Firms”*

Brian Gibson, The University of Newcastle

Gavin Cassar, University of California Berkeley

Dianne Wingham, Edith Cowan University

*“The Impact of Entrepreneurial External Resource Networks on Small Business Growth”*

S. P. Premaratne, University of Maastricht

*“Sustainable Growth for the Small Business:*

*A Theory of Organizational Transition”*

Emeric Solymossy, Western Illinois University-Quad Cities

Atilio Armando Penna, Atilio Penna & Associates, Consultants

## Friday February 9, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
10:45 AM –12:00 PM	<p><i>Themes/ Tracks: Minority and Women Competitive Workshop</i></p> <p><b>Chair:</b> Craig Zamzow, Plymouth State University</p> <p><i>“An Analysis of Entrepreneurial Perceptions: Minority Business Owners and Public Policy in Southeast Virginia”</i></p> <p>Denise-Margaret Thompson, Norfolk State University Melinda D. Harris, Norfolk State University</p>	Coronado A
	<p><i>Themes/ Tracks: International Entrepreneurship Special Interest Group</i></p> <p><i>“ International Teaching”</i></p> <p><i>“Training and Technical Assistance</i></p>	Coronado C
12:00 PM - 1:45 PM	<p><b>Luncheon</b></p> <p><b>Coleman Best Paper Award</b> <b>ET&amp;P Best Paper Award</b> <b>Journal of Developmental Entrepreneurship Best Paper Award</b></p> <p><b>Coleman Entrepreneurship Awareness Grants Award Winners</b></p> <p><b>Corporate Entrepreneur of the Year</b> Jim Wimberly, Chief Operating Officer Southwest Airlines Co.</p> <p><b>Lawrence N. Field Entrepreneurship Center at Baruch College Sponsored Speaker</b> <b>Ambassador John Bryant - Operation Hope</b></p>	Fiesta 5
1:45 PM - 3:15 PM	<p><i>Themes/ Tracks: Coleman Invited Session</i></p> <p><b>University-Based Incubator Programs</b></p> <p><i>“Business Incubators are specifically designed to provide entrepreneurs with an affordable and integrated package containing comprehensive help that facilitates business start-ups. This package supplies sustenance and support to small businesses to overcome obstacles they face. Business incubators have emerged as catalysts for economic and technological growth in the development of our society.”</i></p> <p><b>Chair:</b> Nancy Carter, University of St. Thomas</p> <p><b>Panel:</b> Don Spero, University of Maryland - College Park Bela L. Mustis, Rensselaer Polytechnic Institute Mary Henry, Center for Entrepreneurship Kathleen Allen, University of Southern California</p>	Fiesta 1

## Friday February 9, 2001

### TIME

### SESSION

### ROOM

1:45 PM - 3:15 PM

*Themes/ Tracks: Entrepreneurship Education*

Fiesta 2

**Chair:** Charles Hofer

*“National Specialty Award Finalists”*

**University of New Orleans “Entrepreneurship for Disabled Individuals”**

**University of Portland “Education for Entrepreneurial Scholars”**

**University of Texas at El Paso “Franchising Opportunities”**

*Themes/ Tracks: Entrepreneurship Education  
Competitive Workshop*

Fiesta 3

*“Enhancing Entrepreneurship Education through Experiential  
Learning: The Small Business Institute Model”*

**Chair:** Charles H. Mathews, University of Cincinnati

**Panel:**

Robert Brockhaus, St. Louis University

Ron Cook, Rider University

Lloyd W. Fernald, Jr., University of Central Florida

Geralyn Franklin, University of Texas-Permian Basin

*Themes/ Tracks: Family Business*

Fiesta 4

**Divisional Meeting**

**Chair:** Richard Dino, University of Connecticut

*Themes/ Tracks: Technology & Entrepreneurship Education  
Competitive Papers*

Fiesta 7

**Chair:** Sam Bruno, University of Houston- Clear Lake

*“Adapting the Entrepreneurship Curriculum to the New Economy: Development  
of an Online Course in Opportunity Recognition”*

Peter H. Hackbert, California State University Monterey Bay

*“Marketing and Information Technology's Revolution and Impact on  
Entrepreneurs and Entrepreneur Educators”*

James R. Maxwell, Berea College

## Friday February 9, 2001

### TIME

### SESSION

### ROOM

1:45 PM - 3:15 PM

*Themes/ Tracks: Diversity and Small Business  
Competitive Papers*

Fiesta 8

**Chair:** Ron Decker, University of Wisconsin-Eau Claire

*“Women and Power: An Examination of How Entrepreneurs Utilize Personal and Positional Power Across the Various Stages of the Organizational Life Cycle”*

Angela S. Worrell, Millikin University

*“New Directions in the Development of Minority and Women-Owned Franchise Unit”*

Matthew C. Sonfield, Hofstra University

*“Spousal Communication and Business Stress: A Model of Causal Relationships Family Business: Its Role in the 21st Century”*

Howard E. Van Auken, Iowa State University

James Werbel, Iowa State University

*Themes/ Tracks: Small Business  
Invited Session*

Fiesta 9

**Chair:** Deborah Scarfino, Missouri Western State College

*“Getting Money for Entrepreneurial Program”*

LoAnn Ayers, Washington State University Tri-Cities

John Tobin, South Central Technical College

Duane Hoversten, Ridgewater College

*Themes/ Tracks: Policy and Entrepreneurship  
Competitive Papers*

Fiesta 10

**Chair:** Diane Denslow, Florida State University

*“A Pattern for Supporting Entrepreneurial Success: Small Business and Development in the Southeastern Caribbean”*

Denise-Margaret Thompson, Norfolk State University

*Themes/ Tracks: Individual Entrepreneurship Track  
Invited Symposia*

Yucatan 1

**Chair:** Stephanie Huneycutt, Christopher Newport University

*“Entrepreneurial Learning”*

Jeffrey Alves, Wilkes University

C. Alan Barge, President Aero Systems Engineering

## Friday February 9, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
1:45 PM - 3:15 PM	<i>Themes/ Tracks: Entrepreneurial and International Issues Competitive Papers</i>  <b>Chair:</b> J. Hans Pichler, University of Vienna  <i>“Comparing Russian and American Attitudes on Ethical Issues in Managing Small Firms in Russia”</i> Shawn Thelen, Old Dominion University Anatoly Zhuplev, Loyola Marymount University  <i>“Postmodernism: Strategic Implications for Entrepreneurs”</i> Carl Obermiller, Seattle University	Yucatan 2
3:15 PM - 4:00 PM	<b>Board Buses to be transported to EPCOT Monterrey Circle</b>	
4:00 PM - 8:30 PM	AFTERNOON at EPCOT - DINNER ON YOU OWN [Explore and Investigate Creativity, Innovation and the Entrepreneurial Spirit]	
8:15 PM - 9:30 PM	<b>EPCOT LASER SHOW AND DESSERT</b> <i>All conference attendees will be required to show their name badges.</i> <b>Location:</b> French Island Upper and Lower	
9:45 PM - 10:30 PM	<b>Buses transport back to Coronado Springs</b>	

## Saturday, February 10, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
8:00 AM – 3:45 PM	<i>Registration</i>	Foyer of Conference Center
8:00 AM – 3:45 PM	<b>Exhibits</b>	Fiesta 5
7:30 AM – 8:30 AM	<b>SBIDA Incoming Officer’s Meeting</b>	<b>Fiesta 4</b>
7:30 AM – 8:30 AM	<b>Kauffman All Conference Breakfast</b> USASBE Past President’s Meeting [Reserved Table]	Fiesta 5
8:30 AM – 5:30 PM	<b>International Council for Small Business [ICSB] Mid-Year Board Meeting</b>	Fiesta 7
8:30 AM – 5:30 PM	<b>Academy of Management – Entrepreneurship Division Mid-Year Meeting</b>	Fiesta 8
8:25 AM – 8:35 AM	<b>Abbas Nadim, Program Chair SBIDA 2002</b>	Fiesta 5
8:35 AM – 9:15 AM	<b>Plenary Session</b>  <b>Chair:</b> S. Michael Camp, Director, the Kauffman Center for Entrepreneurial Leadership  <b>Panel:</b> Carol Allen, Vice President, Institute for Entrepreneurship Education, The Kauffman Center  <b>Youth Entrepreneurs</b> Casey Collier, Arena West (Kansas) Blake Henderson, The Bike Handler (Georgia)	Fiesta 5
9:15 AM – 9:30 AM	<b>Morning Break</b>	Fiesta 5
9:30 AM – 10:45 AM	<b>Themes/ Tracks: Coleman Invited Session</b>  <b>Intercollaborative Cross-Campus E-Models</b>  <i>“Entrepreneurship programs are recognizing important collaborative partners across campus. These include not only business school associates but also potential interdisciplinary allies, such as engineering, computer science, liberal arts, theatre, dentistry, medicine, etc. Several innovative programs will share their cooperative models.”</i>  <b>Chair:</b> John Jacquette, Cornell University  <b>Panel:</b> Will Clouse, Vanderbilt University Clarke Greene, Columbia College Chicago Pat Dickson, Georgia Tech University Bob Hill, California State University, Fresno Charles Matthews, University of Cincinnati	Fiesta 1

## Saturday, February 10, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
9:30 AM – 10:45 AM	<b>Themes/ Tracks: Entrepreneurship Education National Pedagogy Award Finalists</b> <b>Chair:</b> Don Kuratko, Ball State University  <i>“Venture Design: An Analytical Tool Kit”</i> Anne Marie Hunt, University of Pennsylvania  <i>“Inter-University Cooperation in Providing Entrepreneurship Education”</i> Patricia Greene, University of Missouri-Kansas City Thomas Lyon, Rockhurst University Sanjay Mishra, University of Kansas Barnett Helzberg, Independent Entrepreneur  <i>“The Internet and Entrepreneurship Education: Online Mentoring and Coaching”</i> George Solomon, The George Washington University	<b>Fiesta 2</b>
	<b>Themes/ Tracks: Entrepreneurship Education Competitive Workshop</b>  <b>Chair:</b> Robert M. Peterson, University of Portland  <i>“Sharing the Teaching Wealth: A Clearinghouse for Best Teaching Practices”</i>  <b>Panel:</b> Mary Allender (Economics), University of Portland Robin Anderson (Entrepreneurship), University of Portland Howard Feldman (Strategic Management), University of Portland Mark Meckler (Management Theory), University of Portland Debra Stevens (Marketing), University of Portland Jim Berchtold (Industry), University of Portland	<b>Fiesta 3</b>
	<b>Themes/ Tracks: Family Business Invited Session</b>  <b>Chair:</b> Greg McCann, Stetson University  <i>“The Importance of the Dean's and the University's Support in the Success of the University-Based Family Business Centers”</i>  <b>Panel:</b> Nancy Upton, Baylor University Michelle DeMoss, Stetson University Richard Narva, Genus Resources, Inc. Paul Dascher, Stetson University Mark Whittaker, Stetson University	<b>Fiesta 4</b>
	<b>Themes/ Tracks: Edward Lowe Foundation Invited Session</b>  <i>“Strategies for Dealing With and Influencing the Media on Entrepreneurship and Small Business.”</i>  Foundation of American Communications	<b>Fiesta 10</b>

## Saturday, February 10, 2001

### TIME

9:30 AM – 10:45 AM

### SESSION

***Themes/ Tracks: Applied Marketing and Management  
Competitive Papers***

**Chair:** Andrew Corbett, University of Colorado -Boulder

*“Small-Town Merchants are Not Using the Recommended Strategies to Compete Against National Discount Chains: Prescriptive vs. Descriptive study”*

Christopher F. Achua, University of Virginia's College at Wise

Robert N. Lussier, Springfield College

*“A Preliminary Examination of Why Small Business Don't Adapt Marketing Practices Following a Natural Disaster: An Inertia Theory Explanation”*

James B. Faircloth III, University of Wyoming

James W. Bronson, University of Wisconsin-Whitewater

*“David Versus Goliath”*

Robert D. Hamilton III, Temple University

Monica Zimmerman, Temple University

T. L. Hill, Temple University

Denise Dunlap-Hinkler, Temple University

Elisabeth A Chapman, Temple University

***Themes/ Tracks: Applied Management and Marketing  
Competitive Papers***

**Coronado B**

**Chair:** James Bronson, University of Wisconsin-Whitewater

*“The Wisdom of Master Exporters: Its Capture and Use”*

John B. Wallace, Marshall University, Lewis College of Business

*“Is Good Promotion Good Business?”*

Steve VanderVeen, Calvin College

*“An Assessment of Strategic Prevalence in Ancient China and Applications for Modern Entrepreneurial Strategy”*

John E. Young, University of New Mexico

***Themes/ Tracks: Rural and Diversity Issues  
Competitive Workshops***

**Coronado C**

**Chair: Donald Hoy, Benedictine College**

*“How to Successfully Train Rural Entrepreneurs- A Proven Model”*

Ruthie G. Reynolds, Tennessee State University

Jerry Plummer, Austin Peay University

Surendra Singh, Tennessee State University

Safdar Muhammad, Tennessee State University

***Themes/ Tracks: Small Business***

**Coronado D**

***Divisional Meeting***

**Chair:** Jim Entler, Clatsop Community College

## Saturday, February 10, 2001

<u>TIME</u>	<u>SESSION</u>	<u>ROOM</u>
11:00 AM - 12:15 PM	<i>Themes/ Tracks: Coleman Invited Sessions</i>  <i>Entrepreneurship Issues and the Law</i> <i>Legal issues are critical to establishing a business and are becoming more important to Collegiate Entrepreneurship Education Programs. Methods of integrating law into the entrepreneurship curriculum, as well as emerging topics, such as intellectual property rights, will be discussed.</i>  <b>Chair:</b> Thomas Morsch, Northwestern University Law School  <b>Panel:</b> William Kell, Cornell University Law School Fred Kiesner, Loyola Marymount University William Tysseling, University of California, Santa Cruz Kenneth Forde, Northeastern University School of Law	<b>Fiesta 1</b>
	<i>Themes/ Tracks: Entrepreneurship Education</i>  <b>Chair:</b> Charles Hofer, University of Georgia Entrepreneurial Educator of the Year	<b>Fiesta 2</b>
	<i>Themes/ Tracks: Entrepreneurship Education</i> <i>Competitive Workshops</i>  <b>Chair:</b> William Dougan, University of North Dakota  <i>"Online MBA Education for Entrepreneurs: A Panel Discussion"</i> Erika Weis McGrath, Golden Gate University Walt Stevenson, Golden Gate University Catherine E. Levitt, Golden Gate University	<b>Fiesta 3</b>
	<i>Themes/ Tracks: Family Business:</i> <i>Competitive Workshops</i>  <b>Chair:</b> Joe Geiger, University of Idaho  <i>"Beyond Business as Usual: An Experiential Workshop for Nurturing Family Businesses"</i>  <b>Panel:</b> Lauren Black Schwarz, The Learning Organization Jerry Biberman, University of Scranton	<b>Fiesta 4</b>

**Saturday, February 10, 2001**

<b><u>TIME</u></b>	<b><u>SESSION</u></b>	<b><u>ROOM</u></b>
<b>11:00 AM - 12:15 PM</b>	<b><i>Themes/ Tracks: Kauffman Sponsored Symposium</i></b> <b>Chair:</b> Donald F. Kuratko, Ball State University <i>“The Future of Entrepreneurship: Moving The Academic Field Forward”</i> <b>Panel:</b> R. Duane Ireland, University of Richmond Michael H. Morris, Miami University (Ohio) Harold P. Welsch, DePaul University	<b>Fiesta 10</b>
<b>12:15 AM - 2:15 PM</b>	<b>The Edward Lowe Foundation Sponsored Lunch USASBE Awards</b>  <b>Luncheon Speaker “Maisie Jane Hurtado“ Founder Maisie Jane’s California Sunshine Products, Inc.</b>  <b>National Business Association Best Workshop Awards Entrepreneurial Education Awards</b>	<b>Fiesta 5</b>
<b>2:30 PM - 3:45 PM</b>	<b><i>Themes/ Tracks Coleman Invited Session</i></b> <b>Community Practitioner Programs</b>  <i>“Feedback from entrepreneurs about what they need or would like to see from academicand/or e-outreach programs will be provided. In addition, some successful e-training programs will be highlighted by distinguished academics.”</i> <b>Chair:</b> Jamal Husain, Purdue University Calumet  <b>Panel:</b> John Popp, Jr., Treeations, Inc. Alvin Bell, Jr., Bellcorp, Inc. Jim Webster, Provar Industrial Corporation Bill Johnson, Communitech, Inc. DeLynn Arndt, TDS Automotive	<b>Fiesta 1</b>
	<b><i>Themes/ Tracks: Entrepreneurship Education Competitive Papers</i></b> <b>Chair:</b> Lloyd Fernald, University of Central Florida  <i>“Integrating Entrepreneurship and Accounting Curricula in Business Education”</i> Jeffrey R. Cornwall, University of St. Thomas Jean M. Hartman, University of St. Thomas  <i>“The Explosion of Information Available to Family Business: The Challenge of Finding the Right Information for Effective Strategic Planning”</i> Marilyn Young, The University of Texas at Tyler	<b>Fiesta 2</b>

*“Organizational Stress and the Small Business Owner:  
The Role of Task Complexity and Social Support”*  
David A. Mack, University of Texas at Arlington  
Jeffrey E McGee, University of Texas at Arlington.

**Saturday, February 10, 2001**

<b><u>TIME</u></b>	<b><u>SESSION</u></b>	<b><u>ROOM</u></b>
<b>2:30 PM - 3:45 PM</b>	<p><b><i>Themes/ Tracks: Diversity and Women Entrepreneurs Competitive Papers</i></b></p> <p><b>Chair:</b> Kathleen Liang, University of Vermont</p> <p><i>“The Role of Entrepreneurial Personality Characteristics on Entry Decisions in a Simulated Market”</i> David E. Olson, California State University at Bakersfield</p> <p><i>“The Influence of Entrepreneurial Motives on the Way Rural Women Small Business Owners Manage their Employees”</i> Sherry Robinson, Penn State-York</p> <p><i>“Re-Defining “Minority Business: Challenges and Opportunities”</i> Matthew C. Sonfield, Hofstra University</p>	<b>Fiesta 3</b>
	<p><b><i>Themes/ Tracks: Invited Papers</i></b></p> <p><b>Chair:</b> Derek McInerney</p> <p><i>“Understanding Your Stakeholders”</i> Michelle Demoss, Stetson University Gregg McCann, Stetson University</p> <p><i>“Attitudes Toward Family Business: Is it Based on Culture Norms?”</i> Sandra King, California State University, Pomona Catherine Ashley-Cotleur, MBA Dept. Frostburg State University Deborah Brazeal, California State Polytechnic University, Pomona</p> <p><i>“Identifying and Coping with the Unique Dynamics and Challenges of Family Business”</i> Jerry Biberman, Kania School of Management</p>	<b>Fiesta 4</b>
	<p><b><i>Themes/ Tracks: Invited Kauffman Sponsored Symposium</i></b></p> <p><i>Exploring Youth Entrepreneurship Opportunities with the Kauffman Foundation</i></p> <p><b>Chair:</b> Carol Allen, Vice President, Institute for Entrepreneurship Education, The Kauffman Center</p>	<b>Fiesta 10</b>
<b>3:45 AM – 5:45 AM</b>	<b>SBIDA Incoming Officer’s Meeting</b>	<b>To be Announced</b>

**Sunday, February 11, 2001**

<b><u>TIME</u></b>	<b><u>SESSION</u></b>	<b><u>ROOM</u></b>
<b>9:30 AM - 10:30 AM</b>	<b>USASBE/SBIDA 2001 debrief &amp; wrap-up</b>	<b>Fiesta 8</b>
<b>10:30 AM - 11:30 AM</b>	<b>USASBE 2001 Board Meeting</b>	<b>Fiesta 8</b>

**SEE YOU IN RENO, JANUARY 17-20, 2002**

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GTSOLOMON

1/30/2001 3:14 PM

KEY: **Change Session Time or Room**  
**Added to the Session**