



Fall 2007, Volume 18, Number 3

## Greetings from the USASBE President



*Geralyn McClure Franklin*  
**USASBE 2007-2008 President**

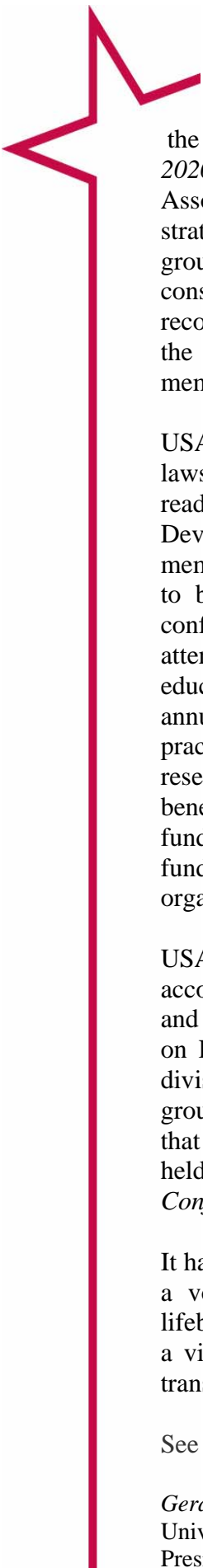
Welcome to the Fall 2007 issue of *Liaison*, the official newsletter of the United States Association for Small Business and Entrepreneurship (USASBE), the leading voice in entrepreneurship teaching, research, and application! I would like to extend a heartfelt invitation to you to attend the 22<sup>nd</sup> Annual USASBE Conference at the Westin La Cantera Resort in San Antonio, January 10-13, 2008! Specific details are included in this newsletter, or you may refer to our website at [www.usasbe.org](http://www.usasbe.org).

Special appreciation is in order to the following individuals who have worked diligently to make USASBE 2008 the best conference ever: Michael H. Morris, General Program Chair; Michael Goldsby, Competitive Papers Chair; Jeff Stamp, Competitive Workshops/Symposia Chair; Leslie A. Toombs, Competitive Cases Chair; Linda Niehm, Proceedings Editor; Larry Bennett, Director of Exhibits; Rahul Sawhney, Coordinator of Aquinex Conference System and USASBE Website; Roger H. Alderman, USASBE Executive Director; and Lori Parker-Szabo, USASBE Administrative Assistant and Coordinator of Registration. Recognition also goes to the division/program chairs and the many reviewers and session facilitators.

Over the past several years, USASBE has been taking steps to strengthen the governance/operational structure, member support/services, and the strategic position within

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the entrepreneurship community. This effort resulted in the creation of the *USASBE VISION 2020 TASK FORCE* in January of 2007. The group was charged with bringing to the Association's Strategic Planning Committee recommendations for identifying the long-term strategic vision of USASBE and actions required to achieve this “new vision”. Based on the group’s report, the Strategic Planning Committee submitted recommendations for consideration to the Board of Directors in August. Following review and discussion of those recommendations, the Board adopted a set of strategic initiatives which were incorporated into the proposed new Articles of Incorporation and By-laws and submitted these to the membership for a vote in September.

USASBE’s members overwhelmingly approved the new Articles of Incorporation and By-laws in October, setting a course for a new USASBE that includes: (1) Revising the vision to read “Creating the next generation of entrepreneurs through teaching and research”; (2) Developing a new operations structure that shifts operational and administrative duties from member volunteers to full-time staff at the USASBE Headquarters; (3) Realigning the Board to better fit the new vision framework and separate the governance structure from the conference organizational structure; (4) Improving the quality of research with specific attention to the impact of entrepreneurship education, the development of alternative education models, venture creation, small business, and public policy; (5) Revamping the annual conference program offering with primary focus on entrepreneurship education best practices and entrepreneurship education research, venture creation and small business research, and public policy research; (6) Establishing a diverse portfolio of membership benefits related to pedagogy, curriculum, and programs; (7) Expanding and diversifying funding sources (including establishing new revenue streams) and developing specific fundraising targets by staffing and programmatic areas; and (8) Partnering with key organizations that are aligned with our mission.

USASBE’s leadership and staff will provide an overview of this year’s activities and accomplishments along with an opportunity for discussion on the future of the organization and divisions during the Annual Business Meeting in San Antonio. This meeting will be held on Friday, January 11, from 5:00-6:00 p.m. in the San Antonio Main Ballroom. Current division leaders and members will have an opportunity to discuss possible new roles for their groups in terms of the annual conference, the organization itself, and other activities, given that divisions are no longer part of the USASBE governance structure. These sessions will be held from 6:00-7:00 p.m. in various locations that will be noted in the *USASBE 2008 Conference Program*.

It has been a pleasure to serve as your president during this time of organizational change. As a volunteer-driven association, our membership has been and will continue to be our lifeblood! I would like to extend my sincere thanks to each of you for making USASBE such a vibrant and successful organization. I strongly encourage you to take an active role in transforming the USASBE of today into the USASBE of the future!

See you in San Antonio to experience *The Global Entrepreneurial Revolution: A New Vision!*

*Geralyn McClure Franklin*  
University of South Florida St. Petersburg  
President, USASBE

## 2008 USASBE Program One of Best Ever

The annual USASBE meetings represent the largest conference held in the United States devoted exclusively to entrepreneurship research, education and outreach. The 2008 USASBE Conference, which will take place January 10-13 in San Antonio, Texas, serves as the premier venue for scholars and educators from around the world to share ideas, network, develop friendships and forge professional relationships with others devoted to the field of entrepreneurship.

The conference features a diverse mix of insightful research papers and thought-provoking workshops. This year, the submissions and program have been organized into the following ten tracks:

- Technology & Life Science Entrepreneurship
- Minority/Women/Ethnic Entrepreneurship
- International Entrepreneurship
- Entrepreneurship Pedagogy/Cross-campus Entrepreneurship
- Entrepreneurship in the Arts
- Family Business Entrepreneurship
- Corporate Entrepreneurship
- Entrepreneurial Support Organizations/Economic Development
- Social/Non-profit/Public Entrepreneurship
- Individual/New Venture Entrepreneurship
- Small Business Mgmt & Growth

A record total of 243 competitive research papers, teaching cases, and workshops/symposia were submitted to this 2008 conference. Following a rigorous review process, 82 competitive research papers, 49 workshops, and 18 teaching cases were selected for presentation in San Antonio.

The program includes six nationally prominent keynoters, Guy Kawasaki, Saras Sarasvathy, Arthur Brooks, Cordia Harrington, Jeff Stamp, and Marjorie Smeltsor. In addition, six special pre-conferences have been organized, and these require pre-registration. They include:

- Finding and Securing Angel Investors
- Effective Interdisciplinary Collaboration in Technology Entrepreneurship
- Effective Entrepreneurship Teaching I and II
- Effective Entrepreneurship through Creativity and Problem Solving
- Taking Entrepreneurship Across Campus
- Starting, Sustaining and Establishing a World Class Consulting Program

Additionally, the first-ever USASBE doctoral consortium will be held at the 2008 conference. Organized by Dr. George Solomon from George Washington University, it will be the only doctoral consortium with an exclusive focus on entrepreneurship pedagogy and teaching. A total of eighteen doctoral students have been competitively selected to participate.

The conference program has many other unique features, including special sessions organized by the Coleman Foundation, the National Collegiate Inventors and Innovators Alliance, the National Association for Community College Entrepreneurship, 3E-Learning, and Students in Free Enterprise (SIFE). To take a look at the formal program, please visit the following link: <http://www.usasbe.org/conference/2008/program/>

The San Antonio meetings will also include ample opportunities for social interaction. In addition to the opening all-conference reception on Thursday, January 10, the New York Times is sponsoring the first ever “Party of Excellence”, a fun get together on Friday, January 11, which will include music, drinks and hors d’oeuvres. Special displays will be set up at the party to highlight all the finalists for the 2008 National Entrepreneurship Education Awards, as well as many of the past winners. And, as always, the Gala Banquet will be held on Saturday, January 12, and will include the announcement of the Max Wortman Lifetime Achievement Award, the John E. Hughes Advocacy Award, and the Entrepreneurship Educator of the Year.

A popular feature in recent years, the USASBE Internet Café will allow all conference attendees convenient email access. A record number of exhibitors will share information on textbooks, software, and resources to support entrepreneurship teaching and research. And most importantly, the scope and quality of the 2008 meetings is made possible by a highly supportive group of over thirty sponsors, led by including the Coleman Foundation, the Ewing Marion Kauffman Foundation, Students in Free Enterprise, and the National Collegiate Inventors and Innovators Alliance.

The 2008 Program Committee hopes you can join us in San Antonio. It should be a fabulous four days. To register for the conference, please go to <http://www.usasbe.org/conference/2008/reginfo.asp>

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## USASBE 2008 Keynote Speakers

What do buns, social causes, Silicon Valley, entrepreneurial effectuation, Janus, and out of the box creativity have in common? Together they capture the outstanding group of keynote speakers at the 2008 USASBE meetings in San Antonio. Highlights of the featured speakers include:

### *Guy Kawasaki – Garage Technology Ventures*



Guy Kawasaki is a managing director of Garage Technology Ventures, an early-stage venture capital firm. He began his career as an Apple Fellow at Apple Computer, Inc., where for four years he evangelized Macintosh to software and hardware developers and led the charge against world-wide domination by IBM. In addition to speaking engagements, Guy is the author of eight books. His latest book, *The Art of the Start-the Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*, reflects his experience as an evangelist, entrepreneur, investment banker, and venture capitalist. He has also authored *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*, and is a columnist for *Entrepreneur Magazine*.

*Saras D. Sarasvathy – University of Virginia*



Saras D. Sarasvathy is a member of the Strategy, Entrepreneurship and Ethics area and teaches courses in entrepreneurship and ethics in the University of Virginia's Darden School of Business MBA program. In addition, Saras teaches in the doctoral program and the research seminar on Markets in Human Hope. One of true thought leaders in the discipline of entrepreneurship, Saras has made major contributions in terms of the cognitive basis for high-performance entrepreneurship. She is the author of *Effectuation: Elements of Entrepreneurial Expertise*. Effectuation is widely acclaimed as a rigorous framework for understanding the creation and growth of new organizations and markets.

*Cordia Harrington – Tennessee Bun Company*



Best known as The Bun Lady, Cordia Harrington is the president of the Tennessee Bun Company (TBC). Founded in 1996, Tennessee Bun Company produces 60,000 buns an hour and supplies such restaurants as McDonald's and Chili's. TBC is one of the most highly automated bakeries in the world, producing 1,000 buns per minute. Harrington has been featured on the CBS Early Show, ABC's Money Matters, NPR's Motley Fool and NBC Nightly News. She has also been recognized as one of FAST Company Magazine's Fastest Growing Woman-Owned Businesses and as Woman Business Owner of the Year.

*Arthur C. Brooks – Syracuse University*



Arthur C. Brooks is Professor of Public Administration and Director of the Nonprofit Studies Program at Syracuse University's top ranked Maxwell School of Citizenship and Public Affairs. Dr. Brooks has published over 100 articles and books on philanthropy, civil society, and social entrepreneurship. His latest book, entitled *Who Really Cares: The Surprising Truth About Compassionate Conservatism*, was published in December, 2006 by Basic Books. He speaks frequently in the U.S., Europe, and Asia, is a regular contributor to the Wall Street Journal's editorial page and CBSnews.com., and serves as a consultant to the RAND Corporation.



*Jeffrey Stamp – University of North Dakota*



Dr. Stamp holds the Chair of Entrepreneurship and Innovation at the University of North Dakota. He is a leading thinker in the area of entrepreneurial creativity. Jeff has worked as a master brand innovator in both consumer goods and technology arenas. You may recognize him by the products he has created. At Pepsico, he was the inventor, creator, and brand manager of “Baked Lays”, for the Frito-Lay snack division, which achieved \$230 Million in 1st year sales and was named by Ernst and Young as the top brand introduction in the 90’s for the food sector. Jeff also served for 6 years as the Chief Trained Brain & Vice President of Technology at the Eureka! Ranch, a top new product and service creativity think tank. Products created by the Eureka! Ranch appear in markets worldwide. In recognition of their original R&D efforts, Jeff and his colleagues have been awarded the George Land World-Class Innovator Award from the Innovation Network and *Fast Company Magazine*.

*Marjorie Smelstor – Ewing Marion Kauffman Foundation*



Marjorie Smelstor is vice president of Kauffman Campuses and Higher Education Programs for the Ewing Marion Kauffman Foundation. She has extensive experience inside and outside the academy. Marjorie was a university administrator for twenty-five years, holding the positions of assistant vice president, dean, provost, and interim chancellor at institutions in Texas, Indiana, Wisconsin, and Missouri. She has published more than 100 articles, reviews, and a book, and won teaching awards from universities and student organizations. She has lectured nationally and internationally and was a Senior Fulbright Lecturer in Croatia.

*Inspiring, provocative, educational, informative, interesting* --- just a few words to describe these keynote sessions. You won’t want to miss any of them.

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## **USASBE 2008 Preconference Has Something for Everyone**

Come early and learn a lot! USASBE has a great selection of pre-conference sessions, which will take place on Thursday, January 10, 2008 (*for details of pre-conference sessions, please see the USASBE 2008 Program: <http://www.usasbe.org/conference/2008/program/>*). You can

register for any of the following pre-conference sessions as part of the online conference registration process.

**Effective Interdisciplinary Collaboration in Technology Entrepreneurship - 8:00am - 1:00pm**

\$25 (lunch is provided at no additional cost)\*\*

**Baylor: Effective Entrepreneurship Teaching I and II - 8:00am - 5:00pm**

WITH LUNCH: \$100

WITHOUT LUNCH: \$50

**Effective Entrepreneurship through Creativity and Problem Solving - 8:00am - 12:00pm**

WITH LUNCH: \$75

WITHOUT LUNCH: \$25

**2008 Coleman Pre-conference on Taking Entrepreneurship Across Campus - 9:00am - 2:00pm**

No Charge. (lunch is provided, also at no charge)\*\*

**Finding and Securing Angel Investors - 1:00pm - 5:00pm**

WITH LUNCH: \$75

WITHOUT LUNCH: \$25

**Small Business Consulting: Starting, Sustaining and Establishing a World Class Consulting Program - 1:00pm - 5:00pm**

WITH LUNCH: \$75

WITHOUT LUNCH: \$25

Six quality programs, excellent networking, and a great location await you. See you in San Antonio!

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## **A Celebration of Entrepreneurial Excellence**

Who is writing the seminal research in the field of entrepreneurship? Who are the real innovators in entrepreneurship education? Who are the change agents? What are the best practices in entrepreneurship education? Which universities represent the models from which the rest of us can learn? For many years, a highlight of the annual USASBE meetings has been the rigorous awards program that recognizes the best in research, program design, pedagogy, outreach, and individual contributions.

Here are a few highlights from the upcoming 2008 Conference. Top theoretical and empirical research will be recognized by *Entrepreneurship Theory and Practice*, the *Journal of Small Business Management*, and the *Journal of Developmental Entrepreneurship*. The best doctoral paper will be honored by the U.S. Small Business Administration. Excellence in practitioner research will also be highlighted.

The widely-respected USASBE education excellence awards have again attracted an outstanding group of finalist schools and faculty members. Based on this year's entries, judging panels have determined that awards will be given in the following categories:

- National Model MBA Entrepreneurship Program
- Outstanding Specialty Entrepreneurship Program
- Innovative Entrepreneurship Education Courses
- Innovative Pedagogy for Entrepreneurship Education
- USASBE Entrepreneurship Educator of the Year

Awards will also be given for the best conference workshop or symposium, and for outstanding case writing. Additional recognition will be given to the national Woman Entrepreneur of the Year, and the national Corporate Entrepreneur of the Year. And, of course, the winners of the Max Wortman Lifetime Achievement Award and the John E. Hughes Advocacy Award will be announced.

For more information on the awards to be presented at USASBE 2008, visit the following link:  
<http://www.usasbe.org/conference/2008/awards.asp>

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## Conference to be Held at World Class Venue

The USASBE 2008 Meetings will take place at The Westin La Cantera Resort, which is built on an old limestone quarry that is the highest point in San Antonio. Named by Condé Nast Traveler in 2006 as one of the "World's Best Places to Stay," La Cantera is conveniently located near several major attractions, such as Six Flags, Fiesta Texas, SeaWorld Texas, and The Shops at La Cantera. This 508-room resort is nestled in the hill country just north of the city, and is only 20 minutes away from the Alamo and the famous Riverwalk.



All of the La Cantera guest rooms feature the acclaimed Heavenly Bed and Heavenly Bath. And there are more than 25 suites and an additional 38 spacious villa-style guestrooms located in the resort's exclusive Casita Village. Other amenities include the recently renovated Westin WORKOUT (a gym powered by Reebok), a 36-hole professional golf course, five restaurants, six pools, and three hot tubs. With more than 39,000 square feet of indoor/outdoor function space, a 17,000 square foot ballroom, and as many as nine different meeting areas, La Cantera is an optimal location for holding prestigious events such as the USASBE Conference.



To register for the hotel, go to <http://www.usasbe.org/conference/2008/travel.asp>. For more information, visit the La Cantera Resort website: <http://www.westinlacantera.com/>



## **A Special Event You Won't Want to Miss!**

This year the Entrepreneurship Pedagogy Division of USASBE will be hosting a very special event and we wanted to make sure you get advance notice of this event so that you can plan to attend. Over the past few years, division members have asked for more networking time with their peers devoted to learning about best practices and innovative pedagogy in entrepreneurship education. In answer to this request, we are offering you the chance to learn from past and current award winning model program leaders.

On Friday night of the conference, we will be showcasing the finalists in the 2008 awards program and honoring previous model program award winners at a very special party sponsored by the New York Times. You will have the opportunity to talk with these talented educators and take away materials that can help you create your own programs!

Don't miss this exciting opportunity to share with your colleagues (and have some fun, food and drinks). I encourage you to participate in this program by attending The New York Times Party of Excellence on Friday evening, January 11 - 7pm-9:30pm in San Antonio.

I hope to see you there!

Rebecca White  
VP, Entrepreneurship Pedagogy Division

## New Association Articles of Incorporation And By-Laws Adopted

October of 2007 saw the establishment of an expanded and redefined vision and governance structure for USASBE with the membership's adoption of new Articles of Incorporation and By-laws. These new documents are a reflection of a more progressive strategic direction that the Association had been presuming over the past several years and is the commutation of the work of the *Vision 2020 Task Force* (established in January), the *USASBE Strategic Planning Committee* and the *Board of Directors*. In announcing the results of the vote on the proposals the first of November, USASBE President Geralyn Franklin noted that "...these documents establish USASBE's new vision and governance structure for the future and will provide the foundation for an even stronger USASBE leadership position within the entrepreneurship community".

Association members gave the Articles of Incorporation a 97% approval rate and the By-laws a 93% approval with over 25% of the membership voting. Such an approval rate underscores the membership's commitment to making USASBE a more viable and member based organization.

Association legal council has obtained approval of the Articles of Incorporation from the Washington, D. C. Secretary of State's Office (jurisdiction of USASBE incorporation). Officers and Directors elected in the October 2007 general election were elected pursuant to the new Articles and By-laws.

Articles of Incorporation and By-laws are available at [www.usasbe.org](http://www.usasbe.org) by clicking on "About Us".



## USASBE Announces General Election Results



USASBE Nominating Committee chair Howard Van Auken has announced the results of this fall's Association general election. In releasing the vote results, Howard noted how pleased the Nominating Committee was as to the number of outstanding candidates the Committee was able to present to the membership for consideration. As he had previously noted, the Committee in developing the final slate of candidates contacted over 42 individuals. This year the ballot represented 9 open offices with 19 candidates. In reviewing election returns, Howard went on to point out the closeness of the voting and stated that this confirmed the high level of qualification and strength of each of the individuals on the ballot.

As a result of the general election, which closed November 30, 2007, the USASBE leadership team for 2008 is as follows:

President	Jeffrey Alves*
President-Elect	Mike Morris*
Past President	Geralyn Franklin*
Senior Vice President, Programming	Jeffrey Hornsby*
Senior Vice President, Operations & Planning	Pat Dickson
Senior Vice President, Finance	Cathleen Folker
Senior Vice President-Elect, Programming	Mark Weaver
Vice President, Marketing & Membership	Timothy Hatten
Vice President, Publications	Don Bradley
Directors-At-Large	Michael Meeks (2-year term)
	Cheryl Chamblin (2-year term)
	Frances Amatucci (1-year term)
	Michael Goldsby (1-year term)

\* *Succeeded to position pursuant to Articles of Incorporation.*

In conclusion, Howard noted that with such an outstanding slate of candidates on the ballot that it was unfortunate that all could not be elected but that he did want to express on behalf of the entire Association membership a big thanks to the following individuals for their willingness to be placed on the ballot and commitment to serve if elected: LoAnn Ayers; Richard Chamblin; Gene Fregetto; Michael Fountain; Leslie Toombs; Thaddus McEwen; Timothy Pett; Norman Scarbrough; Mark Schenkel and Jim Wolff.

*Liaison*, the official newsletter of USASBE, is edited by Dr. Leslie Toombs of The University of Texas of the Permian Basin. For more information please contact: [toombs\\_l@utpb.edu](mailto:toombs_l@utpb.edu)