

Spring 2007, Volume 18, Number 1

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VISION 2020 Task Force

The Vision 2020 Task Force has been discussing the key issues that need to be addressed in creating the Vision document requested by the USASBE President and Board. Appointed by President Geralyn Franklin in January of 2007, the Task Force consists of Ann Dugan, Tony Mendes, Heidi Neck, Mike Hennessy, and Mark Weaver as Chair. Roger Alderman is participating as Executive Director of USASBE. Each person was charged with presenting the 3-5 top issues that need to be addressed to ensure the future success and growth of the organization. All members of the task force have participated in a series of conference calls and provided inputs. The issues to date are related to two key areas:

- 1. Defining USASBE and who it really is or wants to be
 - a. What does the organization do beyond the conference?
 - b. What products and services can add value to membership?
 - c. What products and services can increase financial sustainability?



- d. Who are we? Does it do any good to be a junior Academy of Management or do we have a niche we can fill that is more education (at multiple levels) focused?
- e. Can USASBE be the organization to “define entrepreneurship education” and capitalize on this definition?
- f. How can the organization help create valid research around the pedagogy, assessment and impact of entrepreneurial education that would meet research needs of members AND make the organization unique?
- g. What type of “connector” role should and could the organization fill?
- h. Do we know what the membership at large thinks about USASBE and what they would value if it was available? (a short needs assessment done on something like Survey Monkey was discussed).

2. Restructuring the business model of the organization



- a. How can the organization become more professional and better utilize the Executive Director and other potential staff members?
- b. What other professional/trade based organizations are out there that can serve as alternative models to consider? (Family Firm Institute was mentioned as one model, NAWBO as another)
- c. Reorganization that would allow more continuity in vital functions to prevent the annual turnover and loss of momentum.
- d. How can the organization use the surpluses it has to create more funding that will lead to sustainability and a vital future?
- e. How can we use the conference to reinforce the organizations objectives and vice versa?
- f. Where are the prior “studies”, task force reports, white papers etc and what progress was ever made based on them? This will likely take talking with the President, officers, and past presidents and identifying who did these, so we can use the best of the information.
- g. There was a feeling that more quantification of goals, timelines, funding levels etc would give the Executive Director more guidance and possibly keep the Board/Officers more focused on the organizations goals.

Finally, these discussions have resulted in the development of a USASBE needs assessment tool that should be sent to the members and program attendees over the past 5 years. This needs assessment has been posted on a national survey site and the membership received initial notification of the survey on March 26, 2007.

Greetings from the USASBE President



Geralyn McClure Franklin
USASBE 2007-2008 President

Welcome to the Spring 2007 issue of *Liaison*, the official newsletter of the United States Association for Small Business and Entrepreneurship (USASBE), the leading voice in entrepreneurship research, teaching, and application! USASBE's mission is to advance knowledge and foster business development through entrepreneurship education and research by serving over 800 members representing educators, researchers, entrepreneurs, administrators, consultants, and policy makers. Members—like you—deliver cutting-edge education, research, and services within an interdisciplinary and cross-functional environment that is globally connected through affiliation with the International Council for Small Business (ICSB).

USASBE 2007 in January in Orlando was a huge success, thanks to outstanding member-driven initiatives. Special recognition goes to Jeffrey Alves, USASBE Program Chair, and Bruce Kemelgor, SBI Program Chair, along with the entire USASBE 2007 Program Committee. Additionally, kudos to Roger Alderman, Executive Director, and Donna Cooper, Executive Assistant, who as newcomers to the conference scene were instrumental in ensuring everything went as planned. Special thanks to our Platinum Sponsors, The Coleman Foundation, the Ewing Marion Kauffman Foundation, and the Adams Center for Entrepreneurship at Florida Atlantic University, for their generous support as conference sponsors as well as the many other conference sponsors and exhibitors recognized in conference materials.

Truly, the core of all organizations is the many individuals who may go unnoticed. Space restrictions prevent me from highlighting each of you in this message, but my sincerest thanks to the officers and members of USASBE and SBI. You are the ones that have made the USASBE 2007 Conference a success. A conference simply cannot be successful unless individuals take time out of their busy lives to offer their assistance and support. And, many of you have done just that!

I am honored to serve as president of USASBE for 2007-2008. In doing so, I will be following in the footsteps of many exceptional past presidents whose accomplishments have impacted our profession as well as the organization. This year, we will focus on establishing a long-term strategic course for USASBE, paying particular attention to member needs. More information may be found in the section entitled "Vision 2020 Task Force". We will also work to strengthen our divisions, the backbone of this organization. I encourage you to participate in the membership survey that will be coming shortly and to take an active and participatory role in your divisions.

Be sure and make plans now to attend the USASBE 2008 Annual Conference to be held at the Westin La Cantera Resort in San Antonio, Texas, January 10-13, 2008. You will find more details in this newsletter. I hope to see you in San Antonio!

Focus on USASBE's New Executive Director



Roger Alderman
USASBE Executive Director

Roger Alderman assumed the position of USASBE Executive Director on August 28, 2006, following an extensive national search to fill the position. Last Fall's initial task, upon joining USASBE, was the transition of the USASBE Central Office from Madison, Wisconsin to Florida Atlantic University in Boca Raton. Roger holds a Bachelor of Arts degree from Georgia Southern College (now Georgia Southern University) and a master's degree from Georgia Washington University. With more than 30 years of association and public organization senior management experience, Roger brings to USASBE a tangible and proven record and career successes.

Prior to joining USASBE, he served as Executive Director of the Florida Association of Court Clerks. During his 15-year tenure, the Association grew from a single employee with a budget of \$300,000 and zero net assets to a staff of 80 with an operating budget of \$25 million and net assets of \$10 million as well as services encompassing a broad range of member support activities. This record of accomplishment was based on attention and response to member needs and program emphases on a progressive member-driven strategic plan.

Professional experience also includes serving as the federal liaison for local communities impacted by construction of the east coast Trident Submarine Base, where he administered a \$52 million grants program. Other positions include city and county management and serving in the Office of the Chief of Staff, US Army in Washington, DC.

Roger and his wife Latrelle, also a Georgia Southern graduate, have two children and two grand children. Their son Derek is an Associate Professor at East Carolina University and daughter Pamela is Director of Administration and Finance of the Florida Society of Health-Service Pharmacists.

Roger states, "With over 15 years of association management experience, I am excited with what I see in USASBE and the vision of what can be achieved. The appointment by President GERALYN FRANKLIN in January of the Vision 2020 Task Force under the chairmanship of Mark Weaver is a significant step in the development of a progressive member-driven vision that will provide the strategic objectives to guide USASBE's future."

USASBE Fellows Have a Name Change

USASBE Fellows Honor the Memory of Dr. Justin G. Longenecker

When USASBE lost one of its most beloved members in 2005, the USASBE Fellows sought to honor the late author, scholar, and friend. There could be no greater honor than to adopt the name of Justin G. Longenecker as the official name for all past, present, and future Fellows of USASBE. USASBE Fellow Charles H. Matthews moved just that and it was quickly seconded by Fellows Solomon, Cornwall, and Hills. The motion passed unanimously. "Justin had a tremendous positive impact on so many people and the Fellows were no exception." commented Dr. Frank Hoy, Chair of the USASBE Fellows. "He will be greatly missed at our annual gatherings."

At the annual Fellows dinner this past January in Orlando, close friend and Baylor University colleague Dr. Carlos Moore and his wife Karen joined the gathering to remember the life and times of Justin. On behalf of Justin and his family, Dr. Moore accepted a framed copy of the motion. In addition, Thomson South-Western Publishing presented a poster commemorating the occasion of naming of the Justin G. Longenecker/USABE Fellows.

Justin G. Longenecker, former emeritus professor of management in the business school at Baylor University, died from cancer complications Sept. 13, 2005, at the age of 88.

"Baylor lost a pillar of the business school," said Terry Maness, dean of the Hankamer School of Business. "He had a big impact on the culture of the school."

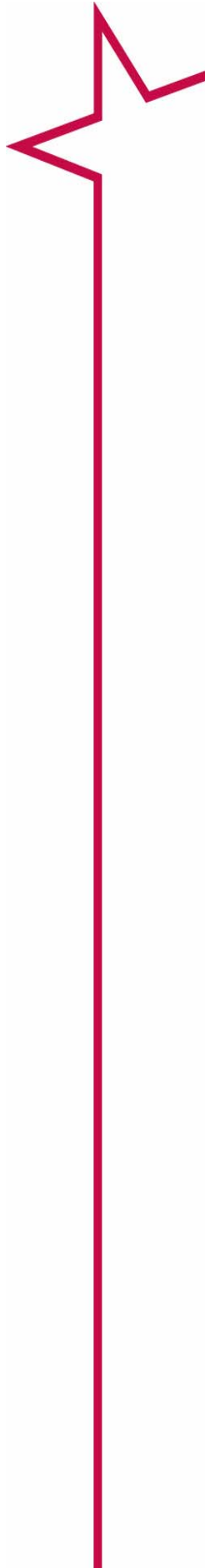
Bill Petty, professor of finance and W.W. Caruth Chair of Entrepreneurship at Baylor was a close friend and colleague of Justin's and one of his co-authors along with Carlos Moore. "He would want you to talk about his life and not mourn his death," Petty said. "He was one of the greatest writers I've ever known, a very creative person."

At the 2005 National USASBE/SBI Conference in January, Justin Longenecker was awarded the Max S. Wortman, Jr./USASBE Lifetime Achievement Award for Entrepreneurship. Below is the complete text of the motion renaming the USASBE Fellows the Justin G. Longenecker/USASBE Fellows:

Motion to the Fellows of USASBE

Whereas, Dr. Justin G. Longenecker, Professor Emeritus of Management in the Hankamer School of Business at Baylor University, has served as a teacher, mentor, and inspirational force in the lives of his many students, colleagues, family, and friends;

Whereas, Dr. Longencker has served the highest ideals of small, entrepreneurial, and family business education and has been recognized as the second recipient of the Max S. Wortman, Jr./USASBE Award for Lifetime Achievement in Entrepreneurship Education;



Whereas, Dr. Longenecker has, is, and continues to have an impact and influence on the many members, officers, and Fellows of the United States Association for Small Business and Entrepreneurship (USASBE);

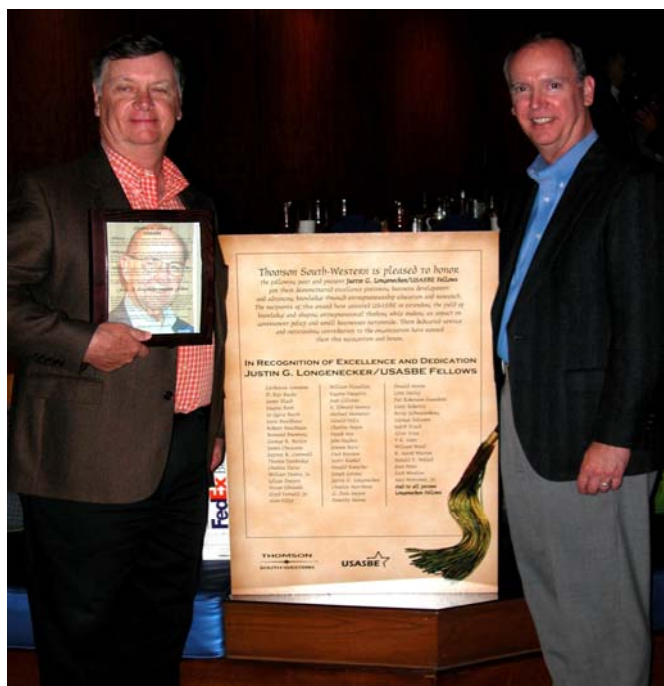
Be it moved that commencing on the day of an affirming vote by the Fellows of USASBE, all past, current, and future Fellows of USASBE shall be known formally as Justin G. Longenecker USASBE Fellows.

Be it further moved, that upon an affirming vote by the Fellows of USASBE, at the next gathering of Fellows in January 2007, a simple ceremony be held to commemorate the naming of the Fellows as Justin G. Longenecker USASBE Fellows, including but not limited to a commemorative plaque to be prepared and presented to a representative of Professor Longenecker's family and friends; a similar plaque to be prepared and displayed at the USASBE Central Office; and to conclude by the serving of ice cream.

Moved by Charles H. Matthews, USASBE Fellow

Seconded by Gerry Hills, George Solomon, Jeff Cornwall, USASBE Fellows

Announcement of the Justin G. Longenecker/USASBE Fellows



Mark your
Calendars for
the USASBE
2008 Annual
Conference

Proposals Invited for the USASBE 2008 Annual Conference in San Antonio

We invite all USASBE members to start thinking about paper and workshop proposals for the USASBE 2008 Conference. It will be held at *The Westin La Cantera Resort* in San Antonio, Texas. Our theme will be “the Global Entrepreneurial Revolution: A New Vision.” The Conference will be held from January 10-13, 2008 with a pre-conference and opening reception on January 10, 2008.



The annual USABE conference is the biggest of its kind in the United States. It is a special forum that brings together educators, scholars, entrepreneurs, practitioners, policy makers, and economic development professionals from across the country and the world. The spotlight is placed on papers, case studies and workshops that create and redefine processes for facilitating new venture creation and small business management and growth. Attendees have the opportunity to learn about leading edge research, share best practices in entrepreneurship curriculum and program development, and network

Rated by Conde Nast Traveler as one of the “World’s Best Places to Stay” in 2006, the Westin La Cantera Resort is a world class venue featuring outstanding facilities and incredible views. It is the home of the Resort Course and the Palmer Course at La Cantera, both of which have been lauded by *Golf Digest* and *Golf Magazine*. Nestled in the hill country just north of San Antonio, the venue is just down the road from San Antonio’s famous Riverwalk, as well as Six Flags Fiesta Texas, SeaWorld Texas, and the Shops at La Cantera.

In addition to internationally prominent keynote speakers from both the academic and entrepreneurial worlds, this year's conference will address a wide array of topics related to all facets of entrepreneurship. Paper and workshop tracks will be devoted to individual entrepreneurship, small business management, entrepreneurship pedagogy, technology and life science entrepreneurship, women and minority entrepreneurship, corporate entrepreneurship, entrepreneurship and the arts, international entrepreneurship, family business, and entrepreneurial support organizations. Special attention will be devoted to emerging issues in cross-campus entrepreneurship. Best papers and workshops will be recognized, and the national model programs in entrepreneurship will compete and receive recognition.

Submissions of papers, case studies, workshops and symposia will be due no later than August 15 2007. Submissions will be made via USASBE's on-line system, which will begin accepting submissions on June 15, 2007. The competitive papers chair is Dr. Michael Goldsby at Ball State University, while the Competitive Workshops Chair is Dr. Jeff Stamp at the University of North Dakota.



We would also like to invite members to serve as session chairs, discussants, or facilitators at USASBE 2008. Those interested should contact Dr. Michael Morris of Syracuse University, the USASBE Program Chair, at mhmmorris@syr.edu. For exhibitor information, contact Larry Bennett, Director of Exhibitor Relations, at lbenne02@syr.edu. Sponsorship information is available from Dr. Jeffrey Alves, USASBE President-Elect, at Jeffrey.Alves@wilkes.edu.

For more information on submission requirements, registration, conference fees, scholarships, and other details, please visit the conference website at <http://usasbe.org/conference/2008/>.

Call for Award Nominations



The John E. Hughes/USASBE Award for Entrepreneurial Advocacy recognizes an individual or organization who (which) has consistently contributed encouragement; support; physical, intellectual, and/or spiritual resources; time; talent and/or skills; development; and/or financial contribution to further the cause of entrepreneurship. Nominees need not have founded a company (or organization) and may come from the corporate world or any level of academia. The nominee criteria include:

- All nominees shall have risen to the highest level of advocacy of entrepreneurship in either academia or practice.
- Nominees should be an individual or organization who (which) has consistently provided encouragement; support; physical, intellectual, and/or spiritual resources; time; talent and/or skills; to fostering entrepreneurship in education, practice, and/or other venues.
- Candidates should demonstrate development; and/or financial contribution to further the cause of entrepreneurship.
- Nominees need not have founded a company (or organization) and may come from the corporate world or any level of academia.
- Organizations, both profit and non-profit, as well as individuals are eligible for this award.

Contact Howard Van Auken for more information. Letters of nomination and supporting documents are **due by July 31, 2007** and should be sent to: Howard Van Auken, 3363 Gerdin Business Building, Iowa State University, Ames, Iowa 50011.

The Max Wortman, Jr./USASBE Lifetime Achievement Award for Entrepreneurship was instituted on the occasion of the 22nd anniversary of the founding of the United States Association for Small Business and Entrepreneurship (USASBE). The award will henceforth be presented to a worthy recipient in recognition for a lifetime of entrepreneurial achievement that encompasses the ideals of entrepreneurial activity – through either new venturing, corporate venturing, or social venturing. Eligibility extends to both those who have pursued a lifetime of successful venture creation as well as those whose life's pursuits supported and advocated the entrepreneurial ideals. The nominee criteria include:

- All nominees shall have risen to the highest level of entrepreneurial achievement in either academia or practice throughout the nominee's lifetime.
- Nominees should be an individual or organization who (which) has consistently demonstrated an unwavering drive, dedication, and determination for pursuing entrepreneurship in education, commerce, and/or other venues.

- Candidates should have devoted a lifetime of commitment to individual, organizational, and/or social entrepreneurship.
- Nominees need not have founded a company (or organization) and may come from the corporate world or any level of academia.
- Organizations, both profit and non-profit, as well as individuals are eligible for this award.

Contact Howard Van Auken for more information. Letters of nomination and supporting documents are **due by July 31, 2007** and should be sent to: Howard Van Auken, 3363 Gerdin, Business Building, Iowa State University, Ames, Iowa 50011

Highlights of the USASBE 2007 Conference



Jeffrey Alves
USASBE 2007 Program Chair

Over 550 individuals attended the USASBE 2007 Conference from January 11-14 at the Coronado Springs Resort in Disney World. Attendance at pre- and post-conference events exceeded 200. Over 100 sessions were available over the course of the Conference, sometimes making session attendance choices difficult. Yet, submissions of competitive paper and workshop proposals increased nearly 50 percent over 2006, and the acceptance rate averaged 55 percent. These results indicate the continued and growing interest in the entrepreneurship field and commitment by USASBE to strive for quality research, teaching, and exchange across many disciplines.

New this year was the first *USASBE Case Competition* which was a huge success! We would like to thank the following members of the Case Competition Committee for their hard work in making this event happen: Jill Kickul, (chair), Miami University; Ethné Swartz, Fairleigh Dickinson University; Bonnie Betters Reed, Simmons College; Joan Winn, University of Denver; and Frances Amatucci, Robert Morris University. There were 25 attendees at the preconference case writing session facilitated by Herbert Sherman, Long Island University, and Kirk Heriot, Columbus State University. We would also like to express our condolences to the family, friends, and colleagues of Barry Armandi, who passed away unexpectedly in the Fall of 2006. Barry was a strong advocate of USASBE's case writing activities in the past and will be sorely missed.

Also new this year was the *USASBE Advancing Entrepreneurship Education and Research Track*. This was intended to highlight the best of the best and included: White Paper presentations by Denny Dennis, Mark Weaver and Pat Dickson, and George Solomon;

invited sessions on reviewing for entrepreneurship journals; and best practices and trends in entrepreneurship research with Duane Ireland and Mike Morris; the 3E-Learning Clearinghouse of Best Teaching Practices; and presentations by the competitive paper awards winners.

Sponsorship was strong with the Coleman Foundation, the Ewing Marion Kauffman Foundation, and the Adams Center for Entrepreneurship at Florida Atlantic University at the Platinum level. Gold Sponsors included the John E. and Jeanne T. Hughes Charitable Foundation, Direct Selling Education Foundation, and Entrepreneur Press. An additional 20 organizations provided support in addition to the 33 conference exhibitors. Logos of conference sponsors are displayed in rotating format on the USASBE website at <http://www.usasbe.org>. Special recognition went to Dale Meyers, recipient of the Max S. Wortman/USASBE Award for Lifetime Achievement in Entrepreneurship, and Don Kuratko, recipient of the John E. Hughes/USASBE Award of Entrepreneurial Advocacy.

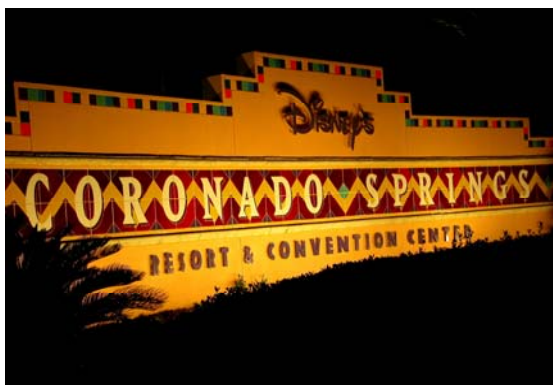
Keynote speakers and events attracted good attendance. Bill Taylor relayed several principles from his recent research and book, *Mavericks at Work*. Doris Christopher, founder of Pampered Chef, told the story of creating a pioneering and world-class direct selling business. Cheryl Dorsey shared the story of Echoing Green, a unique venture fund supporting social entrepreneurs. The Disney Institute presented an entertaining and engaging workshop on creativity. The Coleman Foundation presented a panel on the entrepreneurship education needs and environments at the secondary school, two-year school, and 4-year school levels. And, Toby Stuart shared the results of some of his work on entrepreneurs and networks.

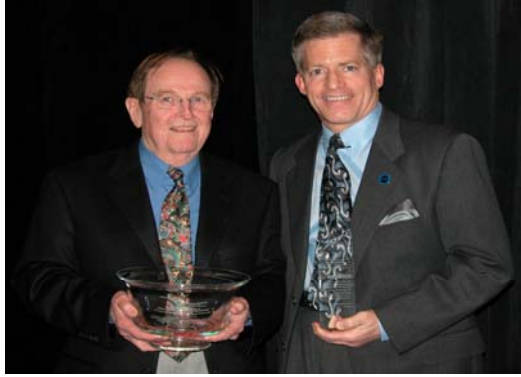
Conferences of this size and complexity do not just happen. Thanks go to the entire team. Special thanks to Bruce Kemelgor, program co-chair, Jeff Hornsby, competitive papers chair, GERALYN Franklin, director of sponsorships, Maryellen Kelly and Bob D'Intino, co-directors of exhibits, and Roger Alderman and Donna Cooper of the USASBE Home Office. USASBE 2007 simply would not have occurred without their significant contributions.



USASBE 2007 Photo Gallery

Special thanks to Charles Matthews, Conference Photographer





USASBE 2007 Award Winners

Max S. Wortman/USASBE Award for Lifetime Achievement in Entrepreneurship

G. Dale Meyer, University of Colorado

John E. Hughes/USASBE Award of Entrepreneurial Advocacy

Donald F. Kuratko, University of Indiana

USASBE National Model MBA Program

Indiana University: MBA in Entrepreneurship and Corporate Innovation

USASBE National Model Specialty Program

North Central College: Self Employment in the Arts (SEA)

The Coleman Foundation Best Empirical Paper Award

Learning Capability and SME Growth: The Intervening Role of Entrepreneurial Orientation

Jim Wolff, Wichita State University, and Tim Pett, Wichita State University

The Coleman Foundation Best Practitioner Paper Award

Integrating a Project Based Learning Model into the Entrepreneurial University

Robert D'Intino, Rowan University, Edward Schoen, Rowan University, and K. Mark Weaver, Louisiana State University

John Jack Award (Sponsored by *Journal of Developmental Entrepreneurship*)

Indigenous Cultural Influences on Reported Sponsorship, Community, and Social Capital Assets in Indigenous Communities

Jane L. Swinney, Oklahoma State University, and Rod Runyan, University of South Carolina

JSBM Editor's Choice Award (Sponsored by *Journal of Small Business Management*)

Capital Structure in Small Manufacturing Firms: Evidence from the Data

Susan Coleman, University of Hartford

JSBS Editor's Choice Award (Sponsored by *Journal of Small Business Strategy*)

SME Performance: The Case for Internal Consistency

Jim Wolff, Wichita State University, and Tim Pett, Wichita State University

SBA/Advocacy Best Student Paper Award

Getting the Most Bang for the Buck: An Analysis of States' Relative Efficiencies in Promoting the Birth of Small Firms

Whitney Peake (student), Purdue University, and Maria Marshall, Purdue University

Rowan University Outstanding Workshop in Entrepreneurship Pedagogy Awards

Using Software Tools to Create a Business Plan

Tim Berry, University of Oregon and Palo Alto Software

*Education and Research Opportunities for USASBE and SBI Members
Through the Certified Franchise Executive Program*

Frank Hoy, The University of Texas at El Paso, Dianne Welsh, The University of Tampa, Carolyn Gough, The University of Texas at El Paso, William Edwards, Edwards Global Services, Inc., and Mark Liston, New Franchise Development, Valpak

USASBE Case Competition Awards

McKendall Farms: A Retail Relocation Decision
Nancy M. Levenburg, Grand Valley State University

Gerard Lopez
Joseph A. Kayne, Miami University
Pathfinder Therapeutics, Inc.
Jeffrey Cornwall, Belmont University, John Gonas, Belmont University, and Beth Woodard, Belmont University

Evans Glass Company
Robert Lambert, Belmont University, and Jeffrey Cornwall, Belmont University

Snappy Auctions
Mark T. Schenkel, Belmont University, Jane Finley, Belmont University, and Jeffrey R. Cornwall, Belmont University

Family Business in Louisiana: The Case of Rabenhorst Funeral Homes
John James Cater III, Nicholls State University, Brent Beal, Louisiana State University, and Robert Justis, Louisiana State University

Stack-o-chips.com
Jaclyn Consiglio (student), Dominican University, and Arvid C. Johnson, Dominican University

SozoTek, Inc.
Hamilton Beazley, St. Edward's University, and Les W. Carter, St. Edward's University

Trouble at the Top: Possible Causes, Possible Solutions
Kevin C. Bosner, St. John Fisher College

Case Study: Academy for Entrepreneurial Leadership
Staci J. Provezis, University of Illinois

Dollar Enterprise: The Small Step to Success
Kathleen Liang, University of Vermont

USASBE Developmental Case Competition Awards

The Rise and Fall of WebSmart Interactive: A Cautionary Tale
James Ondracek, Minot State University

Opt-e-scrip, Inc.
Eleanor Ann Huser, Fairleigh Dickinson University

Vertical Ventures Climbing Center: A Business Plan and Teaching Note
Peter H. Hackbert, University of Illinois

A Beautiful Bride: A Case Study in Networking and Teaching Note
Peter H. Hackbert, University of Illinois

PlastiPure, Inc.
Douglas T. Grider, The University of Arkansas at Fort Smith, and Leslie A. Toombs, The University of Texas of the Permian Basin

Coleman and Hughes Elevator Grant Recipients

Briar Cliff University, Judy Thompson
Bridgewater College, Betty Hoge
Champlain College, Charlie Nagelschmidt
Chatham College, Anne Flynn Schlicht
Chattahoochee Technical College, Joe Gunn
Columbus State Community College, Michael Bowers
Everett Community College, Jamie Curtismith
Haywood Community College, David Forester
Hinds Community College, Howard Gibson
Johnson County Community College, Barbara Millard
Juniata College, Michael Lehman
Kingsborough Community College, Jonathan Deutsch
Marian College, Robert Schuttler
Maysville Community College, Pamela McGlone
Meredith College, Maynard Bledsoe
Minnesota State College – Southeast Technical, Diane Dingfelder
Northern Virginia Community College, Robert Rogers
Piedmont Community College, Randy Reynolds
South Central College, Charles Otto
Technical College of the Lowcountry, David Johnson
Washtenaw Community College Foundation, Cheryl Gracie
York Technical College, Kimberly Herndon

Special Appreciation is Extended to the USASBE 2007 Sponsors

Platinum Sponsors

The Coleman Foundation
Ewing Marion Kauffman Foundation
Adams Center for Entrepreneurship at Florida Atlantic University

Gold Sponsors

John E. and Jeanne T. Hughes Charitable Foundation
 Direct Selling Education Foundation (DSEF)
 Entrepreneur Press

Silver Sponsors

Lawrence N. Field Center for Entrepreneurship at Baruch College
 National Collegiate Inventors & Innovators Alliance (NCIIA)
 Students In Free Enterprise (SIFE)
 United States Small Business Administration, Office of Advocacy
 University of South Florida Center for Entrepreneurship and USF Health College of Medicine
 Rohrer College of Business at Rowan University
 Baylor University Hankamer School of Business, John F. Baugh Center for Entrepreneurship
 EntrepreneurU, Presented by DECA
 National Federation of Independent Business (NFIB) Foundation
 South-Western Thomson
 University of Central Florida College of Business Administration
 University of South Florida St. Petersburg College of Business

Bronze Sponsors

Allan P. Kirby Center for Free Enterprise & Entrepreneurship at Wilkes University
 Belmont University College of Business Administration and Center for Entrepreneurship
 The George Washington University Center for Entrepreneurial Excellence (CFEE)
 Iowa State University College of Business
 The Jan and Ted Roden Center for Entrepreneurship in the School of Business at
 The University of Texas of the Permian Basin
 Millikin University
 University of Portland
 The University of Texas at El Paso Centers for Entrepreneurial Development, Advancement,
 Research and Support (CEDARS)

Conference Award Sponsors

The Coleman Foundation Best Empirical Paper Award

The Coleman Foundation

The Coleman Foundation Best Practitioner Paper Award

The Coleman Foundation

ET&P Editor's Choice Award

Entrepreneurship Theory & Practice

John Jack Award

Journal of Developmental Entrepreneurship

JSBM Editor's Choice Award*Journal of Small Business Management***JSBS Editor's Choice Award***Journal of Small Business Strategy***SBA/Advocacy Best Student Paper Award**

United States Small Business Administration, Office of Advocacy

Rowan University Outstanding Workshop Awards

Rohrer College of Business at Rowan University

Thanks to The USASBE 2007 Exhibitors

Bernelli University (Bizzmobile)

Blackwell Publishing

The Coleman Foundation and Hughes Charitable Foundation, including:

CEO Organization, National Foundation for Teaching Entrepreneurship,

Illinois Institute for Entrepreneurship Education, and Self-Employed in the Arts

Direct Selling Education Foundation

Dow Jones

Entrepreneur Press

Entrepreneur U, including:

George Washington University Center for Entrepreneurship Education and DECA

Houghton Mifflin

ICSB

Interpretive Simulations

James J. Hill Reference Library

Kauffman Foundation/FastTrac

McGraw-Hill

National Association for Community College Entrepreneurship

NCIIA

NFIB Foundation

The Planning Shop

Prentice Hall

Rowan University

SAGE

SIFE

Small Business Institute®

South-Western Thomson

USASBE 2008

3E-Learning Best Teaching Practices Awards

At this year's USASBE Annual Conference in Orlando, eight professors of entrepreneurship from universities across North America received awards for their innovative methods of teaching entrepreneurship education using classroom experiential exercises. These eight excellent educators met with loud applause from a large contingent of educators, practitioners, businessmen, and students. "It was amazing!" reported one attendee. "I've never seen so much energy from an audience over teaching ideas. And after each presenter, they just got even more excited!"

1st Place: *Entrepreneurial Ethics: Is it Posturing or Is it Lying?*
Sherrie Human, Xavier University

2nd Place: *Entrepreneurial Millionaire*
Debbi Brock, Berea College

3rd Place: *Is the Idea Feasible?*
Peter Svoboda, Syracuse University

4th Place: *Kitty Hawk in the Classroom: A Classroom Simulation Exercise in Creative and Entrepreneurial Behavior*
Reg Litz, University of Manitoba

5th Place: *Cash Flow Management Exercise*
Jeffrey Cornwall, Belmont University

6th Place: *Dollar Enterprise*
Kathleen Liang, University of Vermont

7th Place: *Idea Generation, Networking, and Seed Money*
Keramat Poorsoltan, Frostburg State University

8th Place: *The Challenge*
Debbi Brock, Berea College

9th Place: *Know Thy Customer - Developing a Customer Profile*
Barbara Cunningham Millard, Johnson County Community College

10th Place: *The Melting Pot*
Michael Lehman, Juniata College

The 3E-Learning initiative is sponsored in part by Delta Epsilon Chi (the College Division of DECA), the Ewing Marion Kauffman Foundation, and The George Washington University Center for Entrepreneurial Excellence. For more information on this year's award winners and Round 2 of the award process (May 1, 2007 deadline), go to <http://www.3e-learning.org/about.asp>.

Minority and Women's Division Wants YOU to Serve!

Greetings from a very cold and blustery New Jersey! It seems a rather long time since we all met in balmy Orlando in January 2007! Now, the lion is roaring and rousing us all with an eye on January 2008 when we will once again enjoy the nourishment and warmth of collegiality which is our annual conference. We need much help to accomplish the many tasks that make the conference a success and enable our division to flourish. So, please consider what talents you might have and contact us. To help you decide where you could best provide assistance, I summarize our main goals for the next year. You will find a fuller version of these outlined in the minutes that were sent to members via e-mail in February of 2007.

Our goals for the 2007-2008 year include revitalizing the division web site, continuing to support case writing and teaching in some format, the possible publication of a directory of Minority and Women Entrepreneurship Programs in USASBE schools, and the publication of a book of cases which in the past enjoyed financial support through grants by the Minority and Women's Division. In our reckoning, this translates into an immediate need for at least five colleagues to help with housekeeping and making sure that the luster of our division does not fade. But, this is not all. New blood is constantly required to revitalize our division leadership. This year, we shall require nominations for a Program Chair and a Program Chair-Elect for 2008. That should enable us to have a fully staffed division leadership in the form of a VP, VP-Elect, a Program Chair, and Program Chair-Elect. A most fortuitous analogy is readily available in the three-leafed clover, with the Program Chair-Elect providing the stem that helps to ground the triumvirate! In this respect, keep in mind the dates that are important as you weigh your decision to step forward or nominate a colleague. July 15th is the date when we shall need to put forward nominees for election to the open office positions. Feel free to contact us if you need more information regarding duties and responsibilities of officers.

Keep in mind the dates of May 15th when the online submission process will open, and of course, August 15th, which is the deadline for conference submissions – both papers and workshops. Reviewers will be called upon during the late Spring and early Summer, so that we can confirm the names of at least 20 reviewers with the VP for Divisions by July 1st.

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