



Fall, 2008, Volume 19, Number 2

[2009 CONFERENCE – NO LATE FEE BEFORE DEC 21<sup>ST</sup>!](#)

[CONFERENCE SCHOLARSHIP – DEADLINE DEC 1<sup>ST</sup>!](#)

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**NEW CAREER CENTER!**

USASBE continues to meet its members' needs by offering new and enhanced personal and professional services. One of those services is the USASBE online Career Center. Universities can post both academic and non-academic openings in the Career Center at no charge for a limited time. [... More Info](#)

**NEW SPECIAL INTEREST GROUPS!**

Do you focus on a specific industry? Join one of our ten new special interest groups and collaborate with other members who are interested in the same field or area of expertise. If your field is not one of the current ten Groups let USASBE help you to form your own. [... More Info](#)

**NEW FOR 2009 CONFERENCE! PILLAR SESSIONS**

Four new "pillar" sessions explore entrepreneurship pedagogy, research, outreach and public policy: small businesses' response to public policy changes, publishing "gatekeepers", universities changing the world one venture at a time, and interdisciplinary programs. [... More Info](#)

**2009 CONFERENCE KEYNOTE SPEAKERS: RENOWNED VCS, ENTREPRENEURS, SCHOLARS!**

Tim Draper, founder of Draper Fisher Jurvetson, successes include Hotmail and Skype; Rob Ukropina founder of Overnight Express and partner of Black Diamond Ventures; Amilya Antonetti, head of AMA Productions Inc.; Christopher Lane, Fitness Entrepreneur; Dr. Donald F. Kuratko, scholar. [... More info](#)

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### President's Corner – Greetings from the USASBE President

It is hard to believe that we are over half way through the fall semester! I can tell because the wonderful Indian summer we had in the northeast is a thing of the past.

Your USASBE team has been busy since the spring. The Executive Committee and Board are following through on the strategic transition initiated in 2007. As part of the process, President-Elect Mike Morris led a very effective Strategic Planning Committee workshop in late May to set the stage for 2009.



Jeffrey R. Alves  
USASBE 2008–2009  
President

Our annual conference, *USASBE 2009, Advancing Entrepreneurship*, is rolling out nicely under the leadership of Jeff Hornsby, Senior Vice President Programming, Mark Weaver, Senior Vice President – Elect of Programming, and especially Rebecca White, Vice President Conference who is working her magic on the many details associated with the conference. So save January 8 – 11, 2009 and join us in Anaheim, California for what is shaping up to be one of our best conferences. Please consider asking/coercing/convincing your deans and/or entrepreneurship center directors to become a sponsor of USASBE. Contact either Roger Alderman ([ralderma@fau.edu](mailto:ralderma@fau.edu)) or me ([jeffrey.alves@wilkes.edu](mailto:jeffrey.alves@wilkes.edu)) for more details on how your school or center can become a USASBE 2009 sponsor. More information on the conference program is provided later in the newsletter (p.5) and is available at [www.usasbe.org/conference/2009/](http://www.usasbe.org/conference/2009/).

Our Special Interest Groups are coming together under the leadership of Jeff Hornsby, Senior Vice President Programming. Each Group now has its own page on the USASBE website. I encourage everyone to check out [www.usasbe.org/interestgroups/](http://www.usasbe.org/interestgroups/) to see what is planned by the Special Interest Groups and to get involved.

Congratulations to Mark Pomerantz from Seattle University. Mark was selected as the first USASBE exchange doctoral student to the European Council of Small Business (ECSB) Doctoral Consortium at their conference in Portugal in November. This will kick off the USASBE – ECSB Doctoral Consortium Exchange Program. Thank you George Solomon and Dale Meyers for your leadership in getting this program launched. As a result of their efforts other affiliates of the International Council for Small Business (ICSB) are discussing the opportunity to collaborate on a doctoral consortium program in conjunction with the ICSB conferences.

We thank all of you who voted in the elections. Congratulations to the following elected officers: President-Elect Jeff Cornwall, Belmont University; Senior Vice President, Operations and Planning - Leslie Toombs, University of Texas, Permian Basin; Senior Vice President-Elect, Programming, Rebecca White, Northern Kentucky University; Vice President - Development, Michael Fountain, University of South Florida; Vice President – Research, Susan Coleman, University of Hartford; and Directors-At-Large Anthony Mendes, University of Illinois at Champaign and Ethne Swartz, Fairleigh Dickinson University. These new officers join: Senior Vice President – Finance, Richard Chamblin, Milliken University; Vice President – Marketing/Membership, Timothy Hatten,

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Mesa State College; Vice President – Publications, Don Bradley, University of Central Arkansas; and, Directors-At-Large Cheryl Chamblin, Millikin University and Michael Meeks, San Francisco State University. We have a strong team under the leadership of Mike Morris, USASBE President for 2009, who I am sure will move forward the 2009 USASBE mission and action plan.

In closing, participate in USASBE 2009, register now, and get involved in your chosen Special Interest Groups!

See you in Anaheim,

Jeff Alves  
President



### **New Career Center: USASBE Expands Member Services**

USASBE continues to meet its members' needs by offering new and enhanced personal and professional services. One of those services is the USASBE online Career Center. <http://www.usasbe.org/CareerCenter/Jobs/>. Universities can post both academic and non-academic openings in the Career Center currently at no charge. For a limited time, all visitors to USASBE's website can access the Association's newest member service. In the near future, the Career Center will be for "Members Only".

The Career Center provides job seekers with a filtering tool to narrow their search by job title, job summary, organization, institution, department, and location, making it easier for them to access the right match. They can also browse all available positions. Employers fill out and submit a detailed form about the position. That step expedites the completion of the job posting while ensuring that the key information about the position is collected.

USASBE will provide its members with an additional career service at its 2009 Conference. An on-site employment interview center will be located at the Conference at which universities can meet with candidates who are attending the Conference. Please visit the Career Center website regularly for more information about the on-site employment interview process including which employers will be participating in it.

Please continue to visit USASBE's website to find out about additional new services, such as the Career Center, which USASBE will continue to create for the benefit of its members.

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### USASBE Introduces Special Interest Groups

USASBE's members teach entrepreneurship and conduct research related to a wide range of fields. Many members focus on one or more special areas. In light of this, USASBE has introduced a Special Interest Group structure. The structure provides forums in which individual members can collaborate with other members who are interested in the same field or area of expertise. There are currently 10 Groups:



- Corporate Entrepreneurship and Innovations
- Entrepreneurship in the Arts
- Entrepreneurship Pedagogy and Teaching
- Family Business
- International Entrepreneurship
- Minority and Women Entrepreneurship
- Small Business
- Social Entrepreneurship
- Technology and Life Science Entrepreneurship
- Venture Financing

Working with the Association, the USASBE Special Interest Groups will encourage information and knowledge exchange and develop special programs addressing the specific mission of the Group. The Groups are open to all Association members. Each Group is represented by a Group Chair and a Group Vice-Chair. They are elected annually by the Group's membership.

As an element of the Association's annual strategic planning process, each Group will develop a work plan that outlines the Group's goals, objectives and programs. Despite the difference in specialization, the Groups will share some of the same goals such as improving the communication process among a Group's members.

Several Groups have significantly moved ahead in the process. For instance, the Social Entrepreneurship Group has developed its mission and goals. The Group stated that it needs to blend and fuse tools and concerns together to create a powerful innovative approach to teaching a new generation of students to understand the world and become effective agents of change. According to the Group, social entrepreneurs can affect a variety of social problems and bring society more into balance between the haves and the have-nots, the large and the small, and the local and the global.

More information about the Groups, including the Groups' missions, annual goals and objectives, and membership can be found on <http://www.usasbe.org/interestgroups/>. Questions relative to a current Special Interest Group's mission, membership, annual work program and objectives should be directed to the Group's Chair or Vice Chair. That contact information is provided on each Group's page on the USASBE website which can be reached from links on <http://www.usasbe.org/interestgroups/>.

USASBE is open to suggestions for additional Special Interest Groups from an Association member who wants to spearhead a new Group. One example could be a group on Green Entrepreneurship. Those members should contact the Association at [usasbe@fau.edu](mailto:usasbe@fau.edu) to obtain information on how to organize such a Group.

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### USASBE Announces Results of its Election of Officers for 2009

Geralyn M. Franklin (University of South Florida St. Petersburg), Chair of the USASBE Nominating Committee, has announced the results of the election of USASBE officers for 2009. Other members of the Committee include Jeff Alves, USASBE President, Mike Morris, USASBE President – Elect, and Ayman El Tarabishy and Pat Roberson-Saunders who are general members.

**President – Elect:**

Jeff Cornwall (Belmont University)

**Senior Vice President – Operations and Planning:**

Leslie Toombs (University of Texas of the Permian Basin)

**Senior Vice President – Elect, Programming:**

Rebecca White (Northern Kentucky University)

**Vice President – Development:**

Michael Fountain (University of South Florida)

**Vice President – Research:**

Susan Coleman (University of Hartford)

**Directors-at-Large:**

Anthony Mendes (University of Illinois)

Ethne Swartz (Fairleigh Dickinson University)

USASBE would like to take this opportunity to express its sincere gratitude to all of the candidates. This year's election displayed an outstanding ensemble of well-qualified individuals. The Association acknowledges the professionalism and ability to lead displayed by each of the candidates, and greatly appreciates their willingness to serve.



### Register Now for the USASBE 2009 Conference “Advancing Entrepreneurship”: Conference Overview

The deadline is quickly approaching! Be sure to register now for the USASBE 2009 Conference and to book your hotel reservations before the rooms are gone! Go to [http://www.usasbe.org/conference/2009/register\\_1.asp](http://www.usasbe.org/conference/2009/register_1.asp). Don't miss this year's exciting line-up of world renowned speakers, presentations and workshops.

Listen to Tim Draper, a world famous venture capitalist, who is regarded as the father of viral marketing, and whose successes include Skype and Hotmail. Hear Christopher Lane, who turned a personal passion for the fitness industry into a successful business working with

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entertainment industry stars. Benefit from a presentation by Dr. Donald F. Kuratko, a prominent scholar and national leader in entrepreneurship. Gain insight from Rob Ukropina, a venture capitalist and partner of Black Diamond Ventures, who founded and sold Overnite Express, the premier west coast overnight delivery company. Listen to Amilya Antonetti, the current head of AMA Productions Inc. and co-founder of The Lucky Napkin, a venture catalyst firm. Her actions to make her child well led to the creation of Soapworks and the introduction of natural cleaning products to mainstream America helping to usher in the “human and earth friendly” consumer movement. For more information see

<http://www.usasbe.org/conference/2009/keynotespeakers.asp>.

Attend your selection from eight pre-conference sessions offered on Wednesday January 8<sup>th</sup> and hear esteemed presenters speaking on important matters including insights about “gatekeepers” when publishing research, the role universities are playing in shaping the world through entrepreneur outreach and other activities, and other equally exciting and valuable topics. This year we are offering 50% more pre-conference sessions. For additional information see <http://www.usasbe.org/conference/2009/preconferences.asp>.

What else is new this year? Attend your choices from four pillar sessions which explore entrepreneurship pedagogy, research, outreach and public policy. Topics range from interdisciplinary entrepreneurship across campus to franchising. For more information see <http://www.usasbe.org/conference/2009/pillars.asp>.

Have you joined one of the newly established special interest groups? Share information with other professionals who focus on your specific area of interest. Attend one of their meetings during the Conference. For more information see <http://www.usasbe.org/interestgroups/>.

Are you new to entrepreneurship? Attend the special session being held just for you and apply for the Conference Scholarship for new entrepreneurship faculty and Center staff. For more information see [http://www.usasbe.org/FCSD\\_Scholarship/](http://www.usasbe.org/FCSD_Scholarship/). The second annual Doctoral Consortium will be held this year due to the enormous success of the first Consortium at last year’s Conference. For more information see <http://www.usasbe.org/doctoralconsortium/>.



This year’s Awards Ceremony will once again be a highlight of the Conference, recognizing leaders and outstanding programs in many categories while giving them national exposure. For more information see <http://www.usasbe.org/about/awards>.

This major annual event which is attended by entrepreneurship scholars and educators from around the world will provide the opportunity to learn about best practices in entrepreneurship education and program development. The event will offer a diverse mix of insightful papers and provocative workshops. From January 8-11, in Anaheim, California, USASBE members will have the opportunity to share ideas, network, and forge relationships with other professionals who are devoted to the field of entrepreneurship.

The conference location, the Hilton Anaheim, is in the heart of California’s famous Orange County, close to the Disneyland Resort, Angel Stadium, the Santa Ana Zoo and the Anaheim golf course. The hotel itself has superb facilities and promises a convenient and comfortable stay.

To take a look at the full program please visit [www.usasbe.org/conference/2009/programsummary.asp](http://www.usasbe.org/conference/2009/programsummary.asp). USASBE hopes you can attend its pre-eminent 2009 annual Conference.

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## USASBE 2009 Keynote Speakers

What do viral marketing, personal fitness, entrepreneurial pedagogy, and overnight delivery have in common? Together they capture the outstanding group of keynote speakers who will present at the 2009 USASBE conference in Anaheim in January.

Highlights of the speakers include:

### *Amilya Antonetti – Entrepreneur*

Ms. Antonetti is the current head of AMA Productions Inc. and co-founder of The Lucky Napkin, a venture catalyst firm. Her extraordinary actions to make her child well led to the creation of Soapworks and the introduction of natural cleaning products to mainstream America which helped to usher in the “human and earth friendly” consumer movement.

Amilya has received numerous entrepreneurial awards and been lauded by her peers. The story of Amilya’s Soapworks has appeared in books, newspapers, magazines such as Chicken Soup for the Entrepreneurial Soul, People, Working Mother, First for Woman, Smart Money, Inc. and Time. She has been featured on Oprah, CBS This Morning, Extra, and countless international radio and television shows. Amilya is a favorite guest of The Big Idea with Donny Deutsch and her Smart Choice Mom lifestyle and organization tips

can be read in Parent and Child and Family Circle magazines. Her first book, *Why David Hated Tuesdays* has continued to make her a much sought after guest and public speaker.

### *Tim Draper – Founder, Draper Fisher Jurvetson*

Timothy C. Draper is the Founder of Draper Fisher Jurvetson. Considered the creator of viral marketing, Mr. Draper serves on the boards of Glam, [Flux](#), Social Text, decentral.tv, Lund 3 Aps, Meebo, Wiaix, Inereo and Chroma Graphics. His previous successes include: Skype, Overture.com, and Hotmail. Mr. Draper launched the Draper Affiliate Network, an international network of early-stage venture capital funds with offices in over 30 cities around the globe. He is regularly featured as a keynote speaker in entrepreneurial conferences throughout the world. Mr. Draper is also the course creator and Chairman of [BizWorld](#), a non-profit organization that teaches entrepreneurship and business to children. He is #7 on Forbes Midas List and #52 on the list of the most influential Harvard Alumni.

### *Christopher Lane – Entrepreneur/Personal Fitness Trainer*

Christopher Ross Lane has been an active part of the fitness industry for the last 10 years. A graduate of the University of Arizona, Mr. Lane pursued his love of sports and fitness as a coach in the U.S. and South Africa. After moving to Los Angeles in 2002, Christopher transitioned into full time personal training and in 2003, started his own private training company. Since he began, Mr. Lane has trained some of the biggest names in the television, film, and music industries as well as solidifying a name for himself in fitness. Mr. Lane acts as a back-up trainer for one of his clients, Jillian Michaels, on the hit show The Biggest Loser. As 2009 approaches he is preparing to embark on a nationwide college speaking tour and looks forward to the release of his first book.

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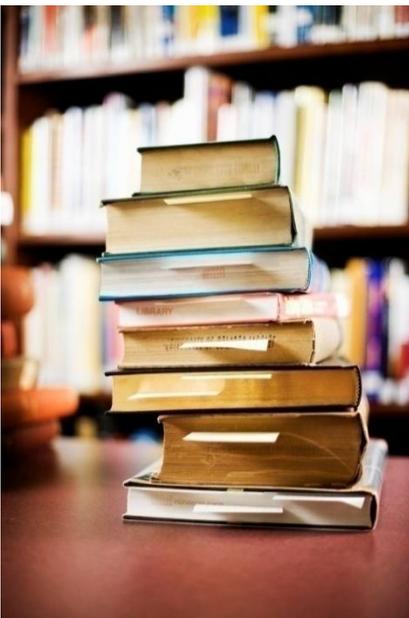
*Dr. Donald F. Kuratko – Indiana University*

Dr. Kuratko is the Jack M. Gill Chair of Entrepreneurship, Professor of Entrepreneurship and Executive Director at the Johnson Center for Entrepreneurship & Innovation, The Kelley School of Business, Indiana University - Bloomington. He is considered a prominent scholar and national leader in the field of entrepreneurship having authored or co-authored over 160 articles and 24 books on entrepreneurship and corporate innovation. Dr. Kuratko has been a consultant on Corporate Entrepreneurship to a number of major Fortune 100 corporations. Professor Kuratko's honors include: the Entrepreneur of the Year award for the state of Indiana; the National Model Innovative Pedagogy Award for Entrepreneurship (USASBE); and, the National Outstanding Entrepreneurship Educator Award (USASBE). In 2007, the National Academy of Management honored Professor Kuratko with the highest award bestowed in entrepreneurship, the prestigious Entrepreneurship Advocate Award, for his contributions to the development and advancement of the discipline of entrepreneurship.

*Rob Ukropina – Entrepreneur/ Partner, Black Diamond Ventures*

Mr. Ukropina founded Overnite Express, the premier west coast overnight delivery company and sold it in February 2008 to Norco Corporation. In 2008, he became a partner of Black Diamond Ventures, the venture capital firm founded by Chris Lucas. Mr. Ukropina sits on various entrepreneurial advisory boards, including C2 Reprographics and the USC Entrepreneurial Center. In 2007, he was featured in several articles in publications including Forbes Magazine, Smart Business, and the Los Angeles Times. He is a guest lecturer at USC and UCLA among other institutions. Mr. Ukropina was the keynote speaker at the Harvard Business School Annual Entrepreneur Conference in 2008.

### APPLY FOR NEW USASBE CONFERENCE SCHOLARSHIPS



**Please bring this information to the attention of your Dean and Department Chair and to members of your school who are new to entrepreneurship.**

USASBE has a new program to encourage new entrepreneurship faculty and new staff from Centers of Entrepreneurship to attend the USASBE 2009 Conference where they will benefit from the special session being held for them, the regular sessions and face-to-face networking available during the Conference. Of course they will also benefit throughout the year by being a member, entitling them to receive relevant prestigious publications, have access to all the features of the website, participate in other programs and network with experienced entrepreneurship faculty and staff from Entrepreneurship Centers on an ongoing basis.

Under the Scholarship Program, \$150 scholarships toward the total Conference registration fee of \$525 are available to new and emerging entrepreneurship faculty and Entrepreneurship Center staff.

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Scholarship applicants must: (1) have spent two years or less when considering both any time spent teaching entrepreneurship and spent in a staff position at an Entrepreneurship Center or (2) be a recent doctoral graduate entering the discipline for the first time. A scholarship applicant's school must: (1) have an established entrepreneurship curriculum of study or an established Entrepreneurship Center, or (2) be in the process of creating such a curriculum or Center with implementation plans beginning within twelve months of January 8, 2009.

To learn more about the benefits of the Faculty and Center Staff Development Scholarship Program, the criteria for scholarship awards and the application process go to [http://www.usasbe.org/FCSD\\_Scholarship/](http://www.usasbe.org/FCSD_Scholarship/)

### New for 2009! Pillar Conference Sessions



Make plans to attend at the Conference two of the four new "pillar" sessions which explore entrepreneurship pedagogy, research, outreach and public policy.

Choose between two important pillar sessions to be offered on Friday morning, January 9<sup>th</sup>. One session is "Entrepreneurial Outreach & Engagement: How Universities are Changing the World One Venture at a Time", led by Michael Morris from Syracuse University. This session will discuss the relationship between university entrepreneurship programs and the entrepreneurial community, including looking at best practices at the dynamic interface between the entrepreneurship curriculum, program outreach, experiential learning, and discontinuous academic innovation. The other session is "Publishing Entrepreneurship Research: Insights from the Gatekeepers" led by R. Duane Ireland from Texas A&M University. This session will provide entrepreneurship scholars with recommendations made by academic journal "gatekeepers" about what steps to take to

increase the likelihood of research publication success.

Also choose between two great pillar sessions to be held on Saturday morning, January 10<sup>th</sup>. One session is "Traversing Disciplines Across Campus Using Innovative Interdisciplinary Entrepreneurship Learning Programs" led by Michael W. Fountain and William G. Marshall, Jr. from the University of South Florida. This session will focus on creative interdisciplinary pedagogies, sharing experiences gained through the development, approval and delivery of creative interdisciplinary pedagogies designed with specific emphasis for students from the sciences, engineering and medicine. The other session is "Public Policy Change, Small Business Owner Response" led by William J. Dennis from NFIB Research Foundation. In this session, a panel will look at how public policy alternatives influence the management behavior of small business decision-makers.

The new pillar sessions will certainly prove to be one of the most engaging and enlightening program elements in the 2009 USASBE Conference.

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**Don't Miss This Year's Eight Pre-Conference Sessions**



This year, USASBE Conference attendees can arrive early to take advantage of eight terrific pre-conference sessions to be offered before the annual conference begins. Since members found these sessions valuable in the past, USASBE is offering 50% more pre-conference sessions this year. These sessions will be held under the leadership of Jeff Cornwall, Belmont University. Get a head-start on both learning and networking. The pre-conference sessions begin on Thursday, January 8, 2009, at 8:30 a.m. You can register for the pre-conference sessions either as part of the online conference registration or afterwards. The ½ day sessions are \$75 with lunch and \$25 without lunch. The full day sessions will be \$100 with lunch and \$50 without lunch.

The Pre-Conference Sessions are as follows:

**Development of Integrated, Inter-disciplinary Entrepreneurship across Campus Using the Life Sciences as a Model**

*1/2 Day Session 8:30 a.m. – 12:15 p.m.*

This program will be presented by Michael W. Fountain and William G. Marshal Jr. from the University of South Florida.

**Research and Teaching Issues in Technology Management and Commercialization**

*Full Day Session 8:30 a.m. – 4:30 p.m.*

This program will be presented by Alex de Noble and Sanford Ehrlich from San Diego University and Craig Galbraith from the University of North Carolina – Wilmington.

**Social Entrepreneurship: Guiding Compassionate Young People to Change the World**

*Full Day Session 8:30 a.m. – 4:30 p.m.*

This program will be presented by Debbi Brock from Berea College, Tony Mendes from the University of Illinois and Marina Kim from Ashoka.

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### **Strategies for Successful Student Consulting Projects**

*1/2 Day Session 8:30 a.m. – 12:00 p.m.*

This program will be presented by Bill Jackson and M. J. Jackson from the University of South Florida – St. Petersburg.

### **Taking Entrepreneurship Across Campus**

*Full Day Session 8:30 a.m. – 4:30 p.m.*

This program will be presented by Betsy Gatewood, Page West, and Pat Dickson, from Wake Forest University.

### **Teaching the Small Business Management Course**

*Full Day Session 8:30 a.m. – 4:30 p.m.*

This program will be presented by Mary Abrahams, J. David Allen, Kendall Artz, Leslie E. Palich, Bill Petty, and Marlene M. Reed, from Baylor University.



### **Creating Faculty Champions of Entrepreneurship Outside the B-School and at Community Colleges**

*1/2 Day Session 1:30 p.m. – 4:30 p.m.*

This program will be presented by Tim Stearns, from California State University – Fresno; David Pistrui, from Illinois Institute of Technology; and Coleman Fellows and Coleman Scholars TBD.

### **Writing Cases. . . And getting them Published**

*1/2 Day Session 1:30 p.m. – 4:30 p.m.*

This program will be presented by Leslie A. Toombs, from University of Texas of the Permian Basin.

Do not miss the opportunity to arrive early and benefit from these eight programs! For more information on the Pre-Conference Sessions please check: <https://usasbe.org/conference/2009/preconferences.asp>.

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### Second Annual Doctoral Consortium to Be Held at USASBE 2009 Conference

Due to the great success of the first Annual Doctoral Consortium held at the USASBE 2008 Conference, a second Consortium will be held at this year's Conference. Last year's Consortium included discussions about topics such as the "Millennial Generation" and its impact on teaching, and "Paradigms of Entrepreneurship Researchers: Followers or Leaders?".



The Consortium provides career enhancement and networking among today's entrepreneurship education senior scholars and leaders and tomorrow's promising researchers, scholars and educators in entrepreneurship.

The design of this Doctoral Consortium includes innovative elements for both research and entrepreneurship education. The Consortium focuses on the practical as well as conceptual content. The close interaction with experienced professors is

designed to create potential long-term friendships and mentoring relationships.

Applicants who have been selected to attend the Consortium receive a scholarship covering the cost of the consortium and the full USASBE conference, and some support for housing costs.

We are sure that you will be interested to find out more about the doctoral students who were selected and the topics of discussion at the Consortium.

For more information please see <http://www.usasbe.org/doctoralconsortium/>

### Conference to be Held at Newly Renovated Hilton Anaheim

The USASBE 2009 Conference will take place at the Hilton Anaheim, which is located in California's famous Orange County.

Hilton Anaheim has newly renovated guest accommodations offering comfort without compromising functionality. During conference breaks, including Friday evening, January 9<sup>th</sup>, attendees will be able to enjoy the magic offered by Disneyland, located only one block away from the hotel. Also close by is the fabulous outdoor oasis, Anaheim Garden Walk, where attendees can embark on a culinary experience, visit the special OC ("Orange County") shops, or enjoy the Walk's state-of-the-art movie theaters. The hotel is also located steps away from the Anaheim Convention Center.



With 100,000 square feet of indoor meeting space, including 2 ballrooms and 51 breakout meeting rooms, and on-site audio and visual specialists, Hilton Anaheim is an optimal location for holding prestigious events such as the USASBE Conference. Attendees will be pleased with both the setting for the Conference and the hotel's surroundings.

PUBLIC POLICY

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### USASBE Adds New Staff

USASBE has added three new staff members as part of the process of transitioning the Association's structure in preparation for the planning and implementation of new programs, expansion of services for members and outreach to the entrepreneurship community as envisioned in USASBE's new mission.

Maxine Martell has joined the Association as Director of Programs/Development. She has experience and a proven track record in both program and revenue development. She obtained an MBA from Wharton and a JD from the University of Pennsylvania. Ms. Martell was most recently Chief Marketing Officer and Executive Vice President for vFinance, Inc. Simultaneously, she was the Executive Director of the Center for Innovative Entrepreneurship. Previously, she held executive positions at a number of Fortune 500 companies including Arrow Electronics, Prudential Financial and PaineWebber, was General Manager of a joint venture with NBC which delivered the first online video business network, and started several new ventures. Ms. Martell was a member of the Board of the MIT Enterprise Forum of NYC for seven years. She is currently on the Board of Channel 2, WPBT, the PBS station, in South Florida.



Daphne Isaacs joined the USASBE staff in July as Executive Assistant. In this position, Daphne is responsible for central office administrative support and services including among other functions coordination of member requests, conference registration, processing financial transitions, records management and coordination of Association office operational functions with Florida Atlantic University. Prior to joining USASBE, Daphne was employed in the Florida Atlantic University Center for Urban Redevelopment and Education as Executive Secretary for fifteen years. Prior to that, she served as a Senior Secretary at the FAU Joint Center for Environmental and Urban Problems for five years. A native of Guyana, Daphne graduated from the College of Technology in Reading, England with a major in office practices and administration.

Valeria Ledesma, a native of Lima, Peru, will serve in the USASBE office during the fall semester as a Graduate Assistant. She is an MBA student at Florida Atlantic University with a special focus in Marketing. During Valeria's tenure, she will be working on a variety of projects including newsletter and press release production, and online research related to potential sponsors and partners.

On behalf of USASBE we welcome them and thank them in advance for their contribution to the Association.

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Maxine Martell: USASBE Director, Managing Editor  
Valeria Ledesma: Assistant Editor

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