

**USASBE**

United States Association  
for Small Business and  
Entrepreneurship

# LIAISON

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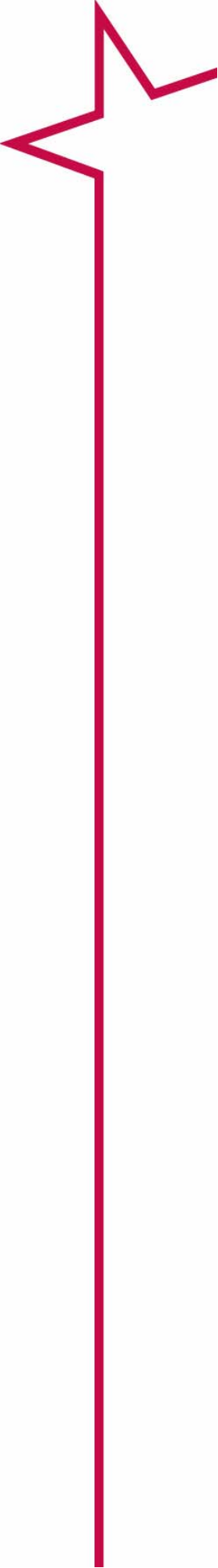


Jeffrey R. Alves  
USASBE 2008-2009  
President

## **GREETINGS FROM THE USASBE PRESIDENT**

Welcome to the spring 2008 *Liaison*, the official newsletter of the United States Association for Small Business and Entrepreneurship (USASBE), the leading voice dedicated to creating the next generation of entrepreneurs through teaching and research.

Our year started with the tremendously successful USASBE 2008 Conference in San Antonio, Texas. A special thanks and congratulations go to Mike Morris, General Program Chair, and his team for making it all happen. The team included: Mike Goldsby, Competitive Papers Chair; Jeff Stamp, Competitive Workshop/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. There was a buzz and energy at the conference that reflected the stimulating competitive paper and workshop sessions, the engaging and thought provoking plenary speakers, and the rewarding networking with old and new friends and colleagues alike.

USASBE enters 2008 with new articles of incorporation, by-laws, and governance structure. The changes were the result of several years of self-assessment, discussions with members, partners, and sponsors, and a disciplined strategic planning process. These efforts culminated last year under the leadership of our Immediate Past President, GERALYN McClure Franklin. I believe that they position USASBE to become a stronger and more influential voice in entrepreneurship education and research through the development and delivery of quality programming.

The new Program Work Group is led by Senior Vice President – Programming Jeff Hornsby with members Senior Vice President Elect – Programming, Mark Weaver, Vice President of Conferences, Rebecca White, Vice President of Events/Programs, Tony Mendes, Vice President of Services, Bob D’Intino, and Executive Director, Roger Alderman. Their charge is to work with interest groups and strategic partners to develop a sustainable portfolio of programming in support of our membership and mission. They welcome suggestions and ideas from individual members and interest groups.

A great opportunity to meet and reconnect with colleagues from around the world is coming up. The location for the 2008 International Council for Small Business (ICSB) 53<sup>rd</sup> World Conference is in Halifax, Nova Scotia from June 22<sup>nd</sup> to 25<sup>th</sup>. And the 2010 ICSB Conference will be even closer in Cincinnati, Ohio.

And finally, mark your calendars for January 9<sup>th</sup> to 11<sup>th</sup>, 2009. The USASBE 2009 Annual Conference will be held at the Hilton Anaheim in Anaheim, California. Watch your email and the USASBE Website ([www.usasbe.org](http://www.usasbe.org)) for more details.

I am excited by the opportunity to work with so many of you this coming year as we move USASBE into the future.

Jeffrey R. Alves  
Allan P. Kirby Center for Free Enterprise & Entrepreneurship  
Wilkes University  
President, USASBE

## 2008 OFFICER APPOINTMENTS ANNOUNCED

USASBE President Jeff Alves, pursuant to the Association's Articles of Incorporation, has appointed the following individuals to various functional positions for the 2008 Program Year:

- Vice President, Conference – Rebecca White (Northern Kentucky University)
- Vice President, Events/Programs – Tony Mendes (University of Illinois)
- Vice President, Services – Robert D'Intino (Rowan University)
- Assistant Vice President, Publications – Leslie Toombs (University of Texas of the Permian Basin)
- Assistant Vice President, Electronic Publications – Robert Lahm, Jr. (Middle Tennessee State University)
- Secretary – Mark T. Schenkel (Belmont University)
- Historian – Harold P. Welsch (DePaul University)
- Auditor – Richard Chamblin (Millikin University)

In making the appointments, Alves noted that the Association was fortunate to have the services of such outstanding professionals and he expressed appreciation for their willingness to serve.

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### MARK YOUR CALENDARS FOR USASBE 2009 AND 2010!

It is not too early to make plans to attend *USASBE 2009*, under the chairmanship of Jeff Hornsby (Ball State), and *USASBE 2010*, which will be chaired by Mark Weaver (Louisiana State). The 2009 Conference which will be held at the Hilton Anaheim (California), January 8 – 11, 2009, will be the Association's transition conference under the new program planning structure approved by the membership last fall. Under this structure a Vice President, Conference has been appointed to assist with conference planning, allowing the Senior Vice President, Programming to not only work with the conference but to also provide leadership for planning and implementation of new events and services beyond the scope of the conference. For the 2009 Conference, Rebecca White (Northern Kentucky) has been appointed Vice President, Conference.

*USASBE 2010* is to be held at the Renaissance Nashville (Tennessee), January 14 – 17, 2010.

## 2008 CONFERENCE A BIG SUCCESS

### Michael H. Morris, President-Elect

The 2008 USASBE Annual Conference, held at The Westin La Cantera Resort in San Antonio, Texas from January 10<sup>th</sup> to 13<sup>th</sup>, was one of the best ever. A total of 608 paid attendees and 28 guest registrants chose from over 103 preconference, plenary, competitive paper, workshop, symposia, and case sessions. 189 attendees were awarded Coleman/USASBE Scholarships. The 243 submissions to the Conference was a slight increase over last year's record number in Orlando. The acceptance rate for paper, workshop and case submissions was 59 percent.

For competitive papers and workshops, there were eleven tracks, including a new track for social entrepreneurship. Tracks were renamed from previous years to more accurately reflect contemporary research and teaching topics. This was the first year we have had a competitive case track, with 18 cases accepted for presentation in six sessions. Submissions were uneven across tracks, with underperformance in the corporate entrepreneurship, entrepreneurship and the arts, international entrepreneurship, and technology/life sciences tracks. Three sets of special sessions were also included: the Coleman Foundation (3 sessions), the National Collegiate Inventors and Innovators Alliance (3 sessions) and the National Association for Community College Entrepreneurship (2 sessions). Six pre-conference programs were included with an estimated 228 attendees. The 2008 Conference also included the first-ever USASBE Doctoral Consortium, with 16 attendees.

The review process reflected a renewed attempt at rigor and a follow up process with reviewers that produced more detailed written feedback to paper, workshop and case submitters. A new vendor (Aquinox) provided the on-line submission system, and also coordinated the conference website and the registration process. On all counts, they did a superb job, providing significant value-added and setting a high standard for quality. The submission and review process occurred on a timely basis and all key deadline dates in the master schedule were met.

Awards were given out in twenty categories at the Conference. Excellence was recognized in a number of research categories as well as teaching, course development, curriculum design, and more. Topping the list were the winners of the Max Wortman Lifetime Achievement Award: (Harold Welsh, DePaul University), the John E. Hughes Entrepreneurship Advocacy Award (Fred Kiesner, Loyola Marymount University), and the 2008 Distinguished Entrepreneurship Educator Award (Dr. William Bygrave, Babson College). A special effort was made to upgrade the mix of keynote speakers at the Conference. This included a mix of nationally prominent speakers, motivational and inspiring speakers, and leading edge academic speakers. The keynoters included Cordia Harrington, Guy Kawasaki, Dr. Saras Sarasvathy, Marjorie Smeltor and Dr. Jeff Stamp. All keynoters were well-received, receiving outstanding evaluations.

There were 33 exhibitors and 26 sponsors. Sponsorship for the conference totaled \$99,500, with Platinum Sponsors including the Coleman Foundation, Ewing Marion Kauffman Foundation, Adams Center for Entrepreneurship at Florida Atlantic University and Gold Sponsors National Collegiate Inventors and Innovators Alliance (NCIIA), Students in Free Enterprise (SIFE), the Department of Entrepreneurship at Syracuse University, and the Direct Selling Education Foundation leading the way.

For the first time, we employed a company to manage conference 'look and feel'. The Events Company did an excellent job in significantly raising the visibility of the sponsors, helping with the conference layout, dealing with signage, coordinating the look of the main ballroom, and organizing the inaugural Friday night "Party of Excellence" sponsored by the *New York Times*.

The evaluations of the 2008 Conference were quite positive. The overall conference rating was a 4.21 on the 5-point scale (higher numbers indicating more favorable response). Further, 15 of the 20 areas evaluated received ratings of 4.0 or above, and none received ratings below 3.5. This does not include the pre-conference sessions, where all but one of them received ratings of 4.0 or higher.

These exciting changes and excellent outcomes bode well for USASBE's future. We hope the bar keeps rising, and look forward to a great 2009 conference in Anaheim.

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### **COLEMAN FOUNDATION SCHOLARSHIP PROGRAM - A 2008 CONFERENCE SUCCESS**

Participation in the 2008 Coleman Foundation conference scholarship program was an outstanding success with over 200 applications submitted and of this number 188 scholarships awarded. Scholarships were made available by the Foundation for general attendees and for small school and community college participates. Of the scholarships awarded, 71% was in the general category and 29% went to small college and community college attendees. It should also be noted that 57% of the scholarships awarded were first time conference attendees.

Appreciation is extended to the Coleman Foundation for funding the 2008 USASBE/Coleman Scholarship Program and the Foundation's continuing support of the entrepreneurship community.

## FIRST ANNUAL USASBE DOCTORAL CONSORTIUM

The 1<sup>st</sup> annual USASBE Doctoral Consortium received 22 applications and selected 16 doctoral students to participate: Mark Pomerantz, Seattle University; Nailya Kutzhanova, Betty Conklin, Robert F. Sinclair from the University of Louisville; David Tomczyk, The George Washington University; Javier Monllor, University of Illinois at Chicago; Ian David Parkman, Suzanne Gladys Tilleman, Alan James Krause, University of Oregon; Lisa Chandler, Nova Southeastern University; Carlos Andres Albornoz, Florida International University; Dan Hsu, David Brannon, Verona Patrice Edmond, Syracuse University; Mary Hunt, Illinois Institute of Technology; and Tang Wang, University of Missouri at Kansas City.

Co-Chairs, Dale Meyer, Distinguished Professor Emeritus, University of Colorado - Boulder and George Solomon, Director, Center for Entrepreneurial Excellence, The George Washington University kicked off the day-long event by giving an overview of the day and topics to be covered. Dale led two spirited discussions, “Paradigms of Entrepreneurship Researchers: Followers or Leaders?” and “The Rigor-Relevance Debate in Academia.” After these discussions, Professor David Monarchi, University of Colorado, examined the impact of technology and its use in the classrooms of today and into the future.

During lunch, Michael Meeks, University of San Francisco, explored the “Millennial Generation” and its impact on teaching. A number of Justin G. Longenecker Fellows joined Dale and George throughout the day and mentored the doctoral students (two faculty with three students) including: Chuck Hofer, Kennesaw State University, Mark Weaver, Louisiana State University, Chuck Matthews, University of Cincinnati, Eugene Fregetto, University of Illinois at Chicago, Erik Winslow, The George Washington University, Pat Dickson, Wake Forest University and Denny Dennis, NFIB Research Foundation, along with David Monarchi, University of Colorado – Boulder.

The students concluded the day by attending the USASBE conference reception and a dinner among themselves. Early feedback from the evaluations indicated that the consortium was exceptionally well received and that the students found the personal professional assistance, encouragement and guidance particularly useful.





## USASBE 2008 AWARD WINNERS

### **Max Wortman Lifetime Achievement Award**

Harold Welsh, DePaul Univ.

### **John E. Hughes Advocacy Award**

Fred Kiesner, Loyola Marymount University

### **Distinguished Entrepreneurship Educator**

Dr. William Bygrave, Babson College

### **Woman Entrepreneur of the Year**

Cordia Harrington, Tennessee Bun Co.

### **Corporate Entrepreneur of the Year**

Dr. Jeff Covin, Indiana University

### **Best Empirical Paper Award**

*Firm Founding and Systematic Search*

James O. Fiet, University of Louisville

### **Best Practitioner Paper Award**

*Appalachian By Design Case Study*

Diane Browning,

Barbara Ann Elliot

Debbi Brock, Berea College

### **John Jack Award (*Journal of Developmental Entrepreneurship*)**

*Confidence and Angel Investors: Does Sex Matter?*

Jeffrey Soll

John R. Becker-Blease

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

*Corporate Entrepreneurship in the Family Firm: A Stewardship Perspective*

Kimberly Eddleston, Northeastern University

Franz Kellermanns, Mississippi State University

Thomas Zellweger

### **ETP: Best Theoretical/ Conceptual Paper**

*Not awarded this year (we provided them with three viable papers)*

### **Journal of Small Business Strategy Editor's Choice Award**

Journal opted not to participate this year

### **SBA/Advocacy Best Student Paper Award**

*Uncovering Knowledge Structures of Venture Capital Investment Decision Making*

Pankaj Patel, University of Louisville  
Rodney D'Souze, University of Louisville

**Rowan University Outstanding Workshop Awards**

**Overall Best Workshop Winner:**

*Social Entrepreneurship: Educating, Integrating & Experiencing*

Heidi Neck, Babson College  
Candida Brush, Babson College  
Patricia Greene, Babson College  
Stephen Schiffman, Babson College  
Denis Ceru, Babson College

**Pedagogy Workshop Winner:**

*Active Learning in Entrepreneurship: Applying the Jigsaw Method to Entrepreneurship Instruction*

Samuel Holloway, University of Oregon  
Suzanne Gladys Tilleman, University of Oregon  
Robert Macy, Pennsylvania State University  
Ian David Parkman, University of Oregon  
Alan James Krause, University of Oregon

**USASBE Education Awards**

**USASBE National Model Undergraduate Entrepreneurship Program**

Jeffrey R. Cornwall, Belmont University

**USASBE National Model MBA Entrepreneurship Program**

*(no finalists selected)*

**USASBE National Model Ph.D. Entrepreneurship Program**

*(no finalists selected)*

**USASBE Outstanding Specialty Program**

Ellen Hemmerly, University of Maryland, Baltimore County, *ACTIVATE*

**USASBE Innovative Entrepreneurship Course**

Anthony Borgese, City University of New York, *Virtual Enterprise Course*

**USASBE Innovative Pedagogy for Entrepreneurship Education**

P. K. Shukla, Chapman University, *Entrepreneurs' Film Marathon – Multiple Perspectives on Entrepreneurs*

**USASBE Best Case Award (*International Small Business Journal*)**

*The Bun Lady*, Jeff Cornwall, Belmont University



### Outstanding Reviewers

Barrett Baebler (Webster University)  
Alex Bitekhtine (McGill University)  
Shawn Carraher (Cameron University)  
Bob D'Intino (Rowan University)  
Eugene Fregetto (University of Illinois)  
Mary Godwyn (Babson College)  
Vishal Gupta (U. of Nebraska – Omaha)  
Michael Harris (East Carolina University)  
Jim Holm (University of Houston – Victoria)  
Joseph Kayne (Miami University)  
Kermit Keuhn (University of Arkansas – Ft. Smith)  
Alan James Krause (U. of Oregon)  
Douglas Moesel (University of Missouri – Columbia)  
Charles Nagelschmidt (Champlain College)  
David Newton (Westmont College)  
Mark T. Schenkel (Belmont University)  
Ethne Swartz (Fairleigh Dickinson University)  
Zhi Tang (Rochester Institute of Technology)  
David Tomczyk (George Washington University)

### 3-E Learning/USASBE Best Teaching Practices Awards

1st Place: *Speed Dating for Entrepreneurs*, Robert Peterson  
William Paterson U.

2nd Place: *The Lindt Candy Dilemma: A Creativity Exercise*  
Kimberly Eddleston, Northeastern University

3rd Place: *Sustainable Advantage: Obliterate the Competition, Save the Planet*,  
Enrique Nunez, Saint Peter's College

4th Place: *The Teams Toy Works Company*  
Charles Matthews, University of Cincinnati

5th Place: *Entrepreneurship is Everywhere*  
Lauren Way, Bay Path College



## **SPECIAL APPRECIATION IS EXTENDED TO THE USASBE 2008 SPONSORS**

### **Platinum Sponsors**

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

### **Gold Sponsors**

National Collegiate Inventors and Innovators Alliance (NCIIA)  
Students in Free Enterprise (SIFE)  
Syracuse University, Department of Entrepreneurship (1)  
Direct Selling Education Foundation (DSEF)

### **Silver Sponsors**

Lawrence N. Field Center for Entrepreneurship at Baruch College  
United States Small Business Administration, Office of Advocacy  
University of South Florida Center for Entrepreneurship and USF Health College  
of Medicine  
The New York Times Knowledge: The Next Generation of e-Learning and  
Networking  
ADVANTA  
National Federation of Independent Business (NFIB) Research Foundation  
Rohrer College of Business at Rowan University  
Prentice Hall  
South-Western, CENGAGE Learning  
Texas A&M University (TAMU)  
University of Texas at San Antonio College of Business  
University of South Florida St. Petersburg College of Business

### **Bronze Sponsors**

The University of Texas at El Paso Centers for Entrepreneurial Development,  
Advancement, Research and Support (CEDARS)  
Arthur M. Blank Center for Entrepreneurship at Babson College  
The George Washington University Center for Entrepreneurial Excellence  
(CFEE)  
The Jan and Ted Roden Center for Entrepreneurship in the School of Business at  
The University of Texas of the Permian Basin  
Institute for Entrepreneurial Excellence, University of Pittsburgh  
Allan P. Kirby Center for Free Enterprise & Entrepreneurship, Wilkes University

The Huizenga School of Business and Entrepreneurship, Nova Southeastern  
University

**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*

**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

**Outstanding Teaching Case Award**

*International Small Business Journal*

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**THANKS TO THE USASBE 2008 EXHIBITORS**

**Conference Sponsor Exhibitors**

Coleman Foundation

ADVANTA

Ewing Marion Kauffman Foundation

George Washington University

National Association for Community College Entrepreneurship (NACCE)

National Collegiate Inventors and Innovators Alliance (NCIIA)

National Federation of Independent Business (NFIB) Research Foundation

New York Times

Pearson/Prentice Hall

South-Western, CENGAGE Learning

Students in Free Enterprise (SIFE)

Texas A&M University

University of South Florida

University of Texas at San Antonio, College of Business

### Exhibitors (non-sponsors)

Collegiate Entrepreneurs Association  
 Connect-123 Study and Internship Programs  
 Consortium for Entrepreneurship Education  
 Edward Elgar Publishing  
 Extreme Entrepreneurship Education, LLC  
 J.J. Hill Library  
 Illinois Institute for Entrepreneurship  
 International Open Finance Association, Inc.  
 Interpretive Simulations  
 McGraw-Hill/Irwin  
 Rice Alliance  
 Rutledge/Taylor & Francis Group  
 SAP University Alliances  
 Self-Employment Arts  
 Startup Academy  
 The Planning Shop  
 The Wall Street Journal  
 Wiley-Blackwell (2 tables)

### USASBE 2008 Photo Gallery

*Special thanks to Charles Matthews, Conference Photographer*







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