GREETINGS FROM THE PRESIDENT

Jeffrey Cornwall, D.B.A.
President, USASBE
The Jack C. Massey Chair in Entrepreneurship
Director of the Center for Entrepreneurship
Belmont University

It was so good to see so many of you here in Nashville for this year’s USASBE Annual Conference. Your enthusiastic participation in this year’s program is a testimony to the power of entrepreneurship during these troubling economic times. Even in the face of declining university budgets, the continued innovation in entrepreneurship education was clearly evident throughout all of our sessions. Such innovation is more important than ever, for it is the entrepreneurs who come out of your programs who will help lead us down the road to economy recovery.

Like so many of your entrepreneurship programs, USASBE also is not standing still. Over this past few years the organization has taken steps to ensure that we offer more value to our members. The resources available to our members at the conference have been enhanced and expanded. We have developed a strong set of pre-conference sessions to help give an opportunity for more intensive time within specific areas of interest. Each year we have seen more members take advantage of these programs. Our Pillar Sessions within the conference program have given focus to our commitment to pedagogy, scholarship, outreach and public policy. And our Doctoral Consortium offers an opportunity for new members to the entrepreneurship academy to examine both the research and teaching aspects of our profession under the guidance of leading scholars and educators. USASBE’s website has also been enhanced, offering resources such as syllabus exchange, online journal access, innovative teaching practices, social entrepreneurship resources, a comprehensive bibliography database, video library, materials from our conferences, and links to entrepreneurship web-based resources. This year we are adding a resource page for teaching and writing with cases that will include cases that can be downloaded for free for classroom use. We are also added a resource page that will share best practices in program assessment from USASBE members. We have also enhanced our placement services for our members.
USASBE values its strategic partners. We have a long standing affiliation with the International Council for Small Business. More recently, we have created an alliance with the Experiential Classroom. This year, we will continue to explore new partnerships to support our membership. One that we can already announce for 2010 is a new partnership with the Academy of Entrepreneurial Finance.

The prestigious USASBE Education Excellence Awards has been expanded to include even more leading edge programs from across the country and around the world. The record number of applicants for these awards this past year and the quality that was evident in the materials they submitted reflect the growing breadth and pace of innovation in entrepreneurship education. Universities and colleges that may not have even had an entrepreneurship program at the turn of the millennium are now being recognized as one of the leading programs of today.

USASBE is not longer just a conference. It is an organization that unites those with a passion for entrepreneurship through a growing array of resources. USASBE is an organization that brings together those seeking to advance knowledge and foster business development through entrepreneurship education and research and keeps them connected throughout the year.

I hope you will join us in Hilton Head in 2011, but I also hope that you do not wait until then to take advantage of all that USASBE has to offer.

Jeff

**USASBE 2010 CONFERENCE A SUCCESS!**

The USASBE 2010 Conference was held January 14-17, 2010 in Nashville, Tennessee. With over 450 registered for the event, and positive feedback from attendees, the conference was an enormous success. Keynote addresses were given by Susan Davis, President & CEO of BRAC USA, Frederick Hess of the American Enterprise Institute, Dan Moore of the Southwestern Company and Clint Smith, the co-founder of Emma. For the second year in a row the Pillar Sessions showcased best practices, insights and forecasts from leaders in the Entrepreneurship discipline. The 2010 Sessions were led by: Scholarship—Michael Hitt, Texas A&M University; Pedagogy—Patricia Greene and Heidi Neck, Babson College; Public Policy—Chad Moutray, U.S. Small Business Administration; and Outreach—Phil Weilerstein, National Collegiate Inventors and Innovators Alliance (NCIIA). Coleman Scholarships were awarded to 50 non-business faculty and faculty from small schools and the Career Center offered on-site placement information and resume books. And finally, what a great networking opportunity for all who attended to feel the pulse of what is happening in entrepreneurship education and to connect with others. Look for a great 25th Annual USASBE conference in 2011... Hilton Head, South Carolina. We’ll see you there!

To view the USASBE 2010 Conference Photo Album, [click here](#).
USASBE 2010 AWARDS

USASBE 2010 Entrepreneurship Achievement and Advocacy Awards

Max S. Wortman, Jr. Award for Lifetime Achievement in Entrepreneurship
Ray Bagby, Baylor University
Sponsored by EntrepreneurEdu.org

John Hughes/USASBE Award for Entrepreneurial Advocacy
Steve Mariotti, National Foundation for Teaching Entrepreneurship (NFTE)
Sponsored by The Coleman Foundation

USASBE Entrepreneurship Educator of the Year
Ed Rogoff, Baruch College
Sponsored by Collegiate Entrepreneurs’ Organization

USASBE 2010 Woman Entrepreneur of the Year Award
Susan Davis, President & CEO of BRAC USA

USASBE 2010 Excellence in Entrepreneurship Education Awards

Innovative Pedagogy for Entrepreneurship Education Award
Entrepreneurship Education Consortium, Inc.
Ashland University, Baldwin-Wallace College, Case Western Reserve University, Cleveland State University, Hiram College, John Carroll University, Kent State University, Lake Erie College, and The University of Akron

National Model Undergraduate Entrepreneurship Program Award
Wake Forest University

National Model MBA Entrepreneurship Program Award
Kennesaw State University
USASBE 2010 Excellence in Entrepreneurship Education Awards Continued

**National Model Ph.D. Entrepreneurship Program Award**
University of Louisville

**Outstanding Specialty Entrepreneurship Program Award**
Inland Empire Center for Entrepreneurship—ITTN Program – California State University
San Bernardino

**Innovative Entrepreneurship Education Courses Award**
Monmouth University

**Emerging Entrepreneurship Program Award**
Brock School of Business, Samford University
*Sponsored by Entrepreneur Press*

**Global Entrepreneurship Education Award**
Center for Entrepreneurship Development
Universidad Icesi
Columbia

**USASBE 2010 BEST PAPER AWARDS**

*Journal of Small Business Management*, Best Empirical Paper Award
"Complementary Effects of Tie Strength and Network Range in Enhancing Transnational Venture Performance"
Pankaj C. Patel, Ball State University

*Entrepreneurship, Theory and Practice*, Best Conceptual Paper Award
“The Rhythm of Entrepreneurship: An Experiential Perspective on Venture Creation”
Michael H. Morris, Oklahoma State University
Minet Schindehutte, Syracuse University
Donald F. Kuratko, Indiana University

**John Jack Award Presented by the Journal of Developmental Entrepreneurship**
“Through a Fractured Lens: Women Entrepreneurs and the Private Equity Negotiations Process”
Frances M. Amatucci, Slippery Rock University of Pennsylvania
Ethne Swartz, Fairleigh Dickinson University
USASBE 2010 BEST PAPER AWARDS CONTINUED

Rowan University Emerald Group Publishing Best Paper in Social Entrepreneurship Award
"Social & Sustainable Heffalumps?"
Norris Krueger, Planck Institute
Dianne H.B. Welsh, University of North Carolina, Greensboro

Best Practitioner Paper Award
“Women and Men Entrepreneurs: Different Relationships to Bootstrap Finance”
Lynn Neeley, Northern Illinois University
Howard E. Van Auken, Iowa State University

International Journal of Entrepreneurship & Innovation Best Doctoral Paper Award
“How ‘Real’ is Entrepreneurship in Virtual Worlds? Exploring the Relevance to Theory and Practice”
Peter William Moroz, Deakin University
Edward Gamble, University of Prince Edward Island

OUTSTANDING CASE AWARD
International Small Business Journal Best Teaching Case Award
“Bergen Cathedral Interiors”
Mark Schenkel, Belmont University
Beth Woodard, Belmont University
Joseph Ormont, Belmont University

BEST PEDAGOGY WORKSHOP AWARD
Embedding Entrepreneurs into the Academic Curriculum
Lester Lloyd-Reason, Anglia Ruskin University
Lauren Way, Bay Path College
Paul Bourne, Anglia Ruskin University

Best Pedagogy Workshop Award recipients recognized by Bob D’Intino
ENTREPRENEURSHIP IN THE ARTS SPECIAL INTEREST GROUP

By Barrett Baebler & Gary Beckman

The USASBE Entrepreneurship in the Arts Interest Group is pleased to share the outcomes of our pilot program. Our goal was to expand USASBE’s impact across the campus through various collaborative efforts with other Arts associations. With this year’s conference in Nashville, our focus turned to music—specifically the College Music Society (CMS). Members of the Entrepreneurship in the Arts interest group approached CMS in the spring of last year proposing a joint conference. This resulted in the Society’s inaugural Summit on Music Entrepreneurship Education held concurrently with the 2010 USASBE Nashville conference. This collaboration would not have been possible without the assistance from Rebecca White (Sr. VP for Programming) and the USASEB Board. Through a CMS scholarship, their members attended the Entrepreneurship in the Arts paper and workshop sessions on Friday and interested USASBE members attended the Society’s events at Vanderbilt University over the weekend.

We are happy to report that over twenty percent of the fifty plus CMS members who registered for the Summit attended their first USASBE conference and a number became USASBE members. For those who might see this as only a modest success, note that music remains the most conservative of the Arts disciplines. Given the enthusiasm for entrepreneurship education present at the Summit—from both sides of campus—it became clear that this pilot program would exceed expectations. Thus, the Group is moving forward with identifying another “Arts” partnership for the 2011 Hilton Head National USASBE Conference.

On another note, the attendance and participation at the Entrepreneurship in the Arts workshops and paper presentations significantly exceeded last year’s conference. We attribute this jump in participation to the growing interest in Arts entrepreneurship education nationally as well as the pilot program.

The success of this partnership was due to the interdisciplinary nature of the collaboration. CMS members shared their scholarship on Music Entrepreneurship Education as a part of the Group’s Friday paper track and USASBE members served as panelists, participants, and keynote speakers at the Vanderbilt portion of the Summit. This was a terrific event, which we intend to replicate in 2011. Thanks to all who made our CMS counterparts feel welcome at our USASBE 2010 conference.
The Baylor University Entrepreneurship Program and USASBE are jointly sponsoring a student case writing competition in conjunction with USASBE’s annual meetings beginning in 2011 at the 25th Annual USASBE Conference to be held in Hilton Head, South Carolina January 13-16, 2011. This is an innovative international event that supports and encourages undergraduate and graduate students who wish to engage in case research and case writing. Submitted cases are suitable if they advance the field of entrepreneurship, broadly defined, and contribute to an understanding of entrepreneurial phenomena. The cases must be original, and their focus can include, but is not limited to, the following:

- New venture creation
- International entrepreneurship
- Small business management
- Family-owned businesses
- Minority and gender issues in small business and entrepreneurship
- Venture financing
- Corporate entrepreneurship
- Marketing in small businesses and entrepreneurial ventures
- The launch and development of social enterprises

Accompanying the submitted case must be an instructor’s manual. The format for the instructor’s manual is shown on the web site address listed below. With the submission of a case and instructor’s manual, at least one of the author(s) and a faculty supervisor must agree to attend the competition if the case is accepted for presentation.

Student authors are not required to register for the conference, but faculty supervisors are required to register. Cash prizes for the winning cases will be $2,000 for first place; $1,000 for second place; and $500 for third place.

For further information about the competition, see the following web site: [http://www.baylor.edu/business/entcwc/](http://www.baylor.edu/business/entcwc/)

Or contact Marlene Reed at: Marlene_Reed@baylor.edu
ICSB GLOBAL CONNECT

The United States Association for Small Business and Entrepreneurship (USASBE) is the largest independent, professional, academic organization in the world dedicated to advancing the discipline of entrepreneurship, yet it also retains its affiliation with the International Council for Small Business (ICSB) dating back to 1981 (http://usasbe.org/about/History.asp). ICSB Global Connect is an ongoing LIAISON segment designed to keep USASBE members up to date with the latest information and news from this global partner.

Exciting Sessions Planned for ICSB 2010

The 2010 ICSB World Conference program is shaping up to be quite an experience. In addition to your dynamic paper and workshop presentations during the parallel sessions, the 2010 Conference will include Pre-conference events and some popular value-added workshop sessions for everyone in attendance at the main conference. These sessions include a Pre-Conference Doctoral Student Consortium; Pre-conference Policy Forum; and main conference sessions "Writing Workshop for Younger Researchers"; "Teaching Case Exchange Workshop"; "Meet the Editors: Tips to Get Published"; "Research Opportunities with the PSED: An Introduction"; and an "ICSB eForum on Open Innovation." Click here to read more.

The Doctoral Consortium at ICSB 2010

Doctoral candidates interested in applying to attend and present their research proposal and participate in the full-day Doctoral Consortium should submit a two page abstract online no later than May 1, 2010. The Doctoral Consortium is being chaired by Drs. Helle Neergaard and Sharon Alvarez, plus an outstanding faculty. The number of participants is limited to 20 students so early application is encouraged. Click here to visit the submission page.

Marquee Sponsors Coming to Cincinnati in 2010

The 2010 ICSB Organizing Committee is proud to announce the addition of several Marquee Sponsors for the 2010 ICSB World Conference: Procter & Gamble, VISA, and Dell Inc. Each of our marquee sponsors boasts a direct link to SME's and entrepreneurs around the world and are major players in the world economy. These companies also have a company-wide entrepreneurial focus that has led to success in business and in the social environment. We welcome their addition in making the 55th Anniversary ICSB World Conference a success. Click here for more information.
Be sure to regularly visit the USASBE web site to stay up to date with the latest news and announcements, as well as upcoming events. The following notices have recently been posted:

- **Babson Symposium for Entrepreneurship Educators** (SEE) Babson College, Wellesley, MA: May 31 - June 4, 2010. Join us to enhance your ability to educate and mentor the next generation of entrepreneurs from all disciplines - business, medical, engineering, and the liberal arts. Take back new teaching methods and content relevant to entrepreneurship education today. - Heidi M. Neck, Ph.D.

- **Call for papers - Special Issue on Open Innovation from the European Journal of Innovation Management**

  This *Special Issue* seeks to bring together papers which contribute to the understanding of the specific features of different open innovation models in terms of roles played by the participants, enacted practices, relations among actors, strategic goals and organizational implications with a special focus on the role played by ICT. It will be edited by: Prof. Sven Carlsson, Lund University & Dr. Vincenzo Corvello, University of Calabria. For full details, please [click here](#).

- **Journal of Research in Marketing and Entrepreneurship Acquired**

  Emerald Group Publishing is happy to announce their acquisition of the *Journal of Research in Marketing and Entrepreneurship*. Now entering its 11th volume, the journal is an established and well respected publication at the interface between marketing and entrepreneurship. For more details, including how to submit a paper, please [click here](#). For a free online trial to the 2009 volume, please email: agsmith@emeraldinsight.com.

- **Journal of Ethics & Entrepreneurship Inaugural Issue to be Published June 2010**

  USASBE member and *Journal of Ethics & Entrepreneurship* Editor, Donald W. Caudill announces that there are several remaining positions on the JEE Editorial Review Board and space for a few more articles in the inaugural issue of JEE (to be published June 2010)! JEE, a new journal funded by a major gift to the Godbold School of Business at Gardner-Webb University, seeks to become the most prestigious publisher of high-quality (empirical and conceptual) manuscripts that deal with the relationship between business ethics and entrepreneurship. Please contact Don immediately at dcaudill@gardner-webb.edu if you have an interest in serving as a member of the JEE Editorial Review Board or at JEE@gardner-webb.edu before April 16, 2010 to submit a manuscript for publication consideration in Volume 1, Number 1.