Experience a Visit to Entrepreneurial Mexico

Join us on a first of its kind USASBE International Learning Journey to Baja California, Mexico. Experience how entrepreneurs are revitalizing the economic landscape of this region. On this journey, you will have the opportunity to visit a thriving incubator and meet with young entrepreneurs who are rapidly building a tech community. You will also have a chance to visit La Granja, a social entrepreneurial experiment that is truly transforming a neighborhood.

Of course a trip to Baja would not be complete without a visit to Puerto Nuevo, a seaside community that is world famous for its unique style of serving lobster, Mexican style! Finally, you will see how entrepreneurs in the wine industry are working to create the “Napa Valley” of Mexico while enjoying the fruits of this fertile landscape. Encounter young startups, fresh ideas, civic vision and a one-of-a-kind entrepreneurial mindscape. This learning journey is proudly brought to you by USASBE sponsoring school CETYS University of Baja California!

Trip Information

Friday, January 8, 2016
Cost $165
US Passport Required

Experience the “Napa” of Baja: Guadalupe Valley

Please Register on or Before 12/15/2015
Experience the Booming Craft Beer Scene in San Diego

Join us as we celebrate the ever-expanding San Diego craft beer industry. Experience how entrepreneurs have turned craft brewing into a $1 billion industry for the region. During this journey, you will have the opportunity to visit and learn from a few of San Diego County’s over 100 operating breweries. In addition, you will meet the owner/operators of one of San Diego’s longest established brew pubs. Lastly, you will have an opportunity to meet one of San Diego’s premier craft beer entrepreneurs, owner of two thriving small businesses and beer program manager for some of San Diego’s best bars.

You will be able to experience how craft beer has become an economic boon for not only San Diego County, but for many regions across the United States. You will hear about the changes and challenges faced by these entrepreneurs while tasting some of the most award-winning craft beers in the country. Learn about an industry that currently boasts a larger economic impact than the Super Bowl!

Trip Information

Friday, January 8, 2016
Cost $75
Age 21+ must have valid ID

Please Register on or Before 12/15/2015
Creativity Meets Innovation

Spend the day touring San Diego’s creative hubs, including the city’s re-imagined arts and culture district, NTC at Liberty Station. Visit with experts who are working to attract artists, foster entrepreneurship and help creatives launch businesses that create jobs. Enjoy lunch featuring the city’s regional cuisine, then experience how incubators in arts, culture, science and technology are attracting creatives to build new, innovative communities in downtown.

End the day sharing perspectives in a brainstorming session at San Diego State University that will bring together conference attendees with faculty and San Diego’s art makers who are adding their voices to one of America’s most innovative cities.

Trip Information

Friday, January 8, 2016
Cost $75
9am - 4pm

Please Register on or Before 12/15/2015
Wine at the Finish Line

End the 2016 USASBE Experience by taking a visit to Temecula Wine Country, one of Southern California’s most recognized vineyard havens. Starting with a provided lunch on the bus ride from the Sheraton Hotel, venturers will get an up close and personal encounter with three of Temecula’s wineries, including a finale at Wilson Creek. In addition to sampling a myriad of fine wines, visitors will have an in-depth, facilitated discussion headed by Carmen Bianchi, an expert in family business.

You will not want to miss out on this opportunity to gain more knowledge on family business, make acquaintances, and indulge in samples of Southern California’s finest wine.

Trip Information

Tuesday, January 12, 2016
Cost $85
Bus Arrival @ Sheraton: 12pm
Return time: 9pm

Please Register on or Before 12/15/2015