



Summer 2007, Volume 18, Number 2

USASBE 2008 Submission Deadline August 15, 2007



Just a reminder that the submission deadline for paper and workshop proposals for the USASBE 2008 Conference is August 15, 2007! The conference 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 USASBE 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.

TABLE OF CONTENTS

1. USASBE 2008 Submission Deadline
3. USASBE Keynote Speakers
5. Vision 2020 Task Force Report

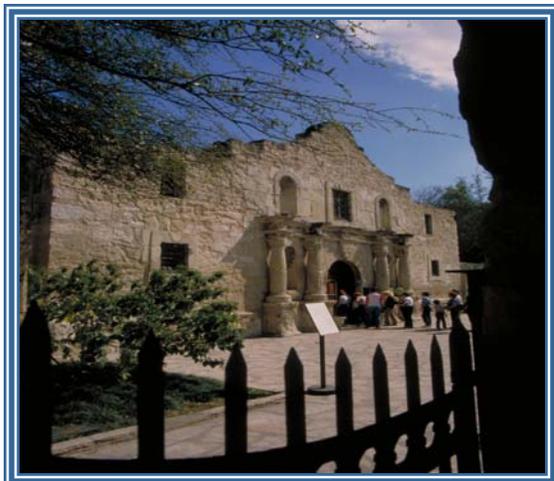


Rated by Conde Nast Traveler as one of the “World’s Best Places to Stay” in 2006, the Westin La Cantera Resort is a world class venue featuring outstanding facilities and incredible views. It is the home of the Resort Course and the Palmer Course at La Cantera, both of which have been lauded by *Golf 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 keynoters 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 mhmorris@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/>.

USASBE Announces 2008 Conference Keynote Speakers

Dr. Michael H. Morris (Syracuse University), 2008 USASBE Conference Program Chair, has announced five of the Keynote Speakers for the 2008 Conference. As you review these bios, you will appreciate why we are so excited about the program being developed by the **USASBE 2008** team. The Conference, scheduled for January 10 – 13, 2008 at The Western La Cantera Resort in San Antonio, features speakers ranging from outstanding leaders from the academic community to nationally recognized entrepreneurs and authors. As you review the speaker list, you will agree that the 2008 Conference Committee has done an exceptional job selecting Keynote Speakers that will hold the interest of Conference attendees on subjects' current to the entrepreneurship community.

USASBE 2008's theme, ***THE GLOBAL ENTREPRENEURIAL REVOLUTION: A NEW VISION***, is truly reflected in the announced speakers, who are both revolutionary and offer a "new vision" of entrepreneurship.

Guy Kawasaki / Garage Technology Ventures

Guy Kawasaki is the managing director of Garage Technology Ventures, an early-stage venture capital firm, and a columnist for *Entrepreneur Magazine*. In addition to speaking engagements, Guy is also the author of eight books. His latest book, *The Art of the Start-the Time-Tested, Battle-Hardened Guide for Anyone Starting Anything*, reflects his experience as an evangelist, entrepreneur, investment banker, and venture capitalist. He



has also authored *Rules for Revolutionaries*, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*. He holds a BA from Stanford University and a MBA from UCLA as well as an honorary doctorate from Babson College.

Cordia Harrington / Tennessee Bun Company

Cordia Harrington, best known as *The Bun Lady*, is President and CEO of Tennessee Bun Company. Founded in 1996, **Tennessee Bun Company** (TBC) produces 60,000 buns an hour and supplies restaurants such as McDonalds, Chilis and Pepperidge Farm. TBC is one of the most highly automated bakeries in the world, producing 1,000 buns per minute, and ships to 40 states east of the Rockies and to the Caribbean.

An active member of the community, Harrington is a member of the Minnie Pearl Cancer Foundation, Leadership Nashville, Committee of 2000, and a board member of the European Bun Council. She is involved with the Ronald McDonald House Charities both locally and nationally.

Harrington has been nationally recognized in many media outlets. She has been featured on the CBS Early Show, ABC's Money Matters, NPR's Motley Fool and NBC Nightly News. She has also been awarded one of FAST Company Magazine's Fastest Growing Woman-Owned Businesses and Woman Business Owner of the Year. Cordia Harrington's passion in life is to help others succeed and that is a significant reason for her success in the business world.

Arthur C. Brooks / Syracuse University

Arthur C. Brooks holds the Louis A. Bantle Chair and is Professor of Public Administration and Director of the Nonprofit Studies Program at Syracuse University's Maxwell School of Citizenship and Public Affairs. He is also a consultant to the RAND Corporation in Santa Monica, California. He holds a Ph.D. and M.Phil. in policy analysis, and a MA and BA in economics. In 2007 he will be a Visiting Scholar at the American Enterprise Institute in Washington, D.C.

Over the past eight years, Dr. Brooks has published over 100 articles and books on philanthropy, civil society, and social entrepreneurship. He speaks frequently in the U.S., Europe, and Asia, and is a regular contributor to The Wall Street Journal's editorial page and CBSnews.com. His latest book, entitled *Who Really Cares: The Surprising Truth About Compassionate Conservatism*, was published in December, 2006 by Basic Books. He is currently working on a new book entitled *The Happiness Gap: The Values that Make Some Americans So Much Happier than Others*, (forthcoming from Basic Books), as well as a textbook on social entrepreneurship (forthcoming from Prentice-Hall in 2008).



Saras D. Sarasvathy / University of Virginia

Saras D. Sarasvathy is a member of Strategy, Entrepreneurship and Ethics and teaches courses in entrepreneurship and ethics in the University of Virginia's Darden School of Business MBA program. In addition, Saras teaches in the doctoral program and the research seminar on Markets in Human Hope.

Saras is a leading scholar on the cognitive basis for high-performance entrepreneurship and author of *Effectuation: Elements of Entrepreneurial Expertise*. *Effectuation* is widely acclaimed as a rigorous framework for understanding the creation and growth of new organizations and markets. The research program based on *effectuation* involves over a dozen scholars from around the world whose published and working papers can be found at www.effectuation.org. Saras has also developed several cases and other instructional materials to teach *effectuation*. A new textbook, along with a detailed instructor's manual, is currently in the works.

Marjorie Smelstor, Ph.D. / Vice President, Special Projects

Marjorie Smelstor is vice president of Kauffman Campuses and Higher Education Programs for the Kauffman Foundation.

Smelstor has extensive experience inside and outside the academy. She was a university administrator for twenty-five years, holding the positions of assistant vice president, dean, provost, and interim chancellor at institutions in Texas, Indiana, Wisconsin, and Missouri. She has published more than 100 articles, reviews, and a book, and won teaching awards from universities and student organizations. She has lectured nationally and internationally and was a Senior Fulbright Lecturer in Croatia.

Outside the academy, Smelstor spent five years at Truman Medical Centers in Kansas City where she created and led the award-winning Corporate Academy. She also created the Truman Center for the Healing Arts as a part of the Corporate Academy. Smelstor has led strategic planning efforts for a number of organizations, including the Mayo Health System, and has been a consultant in healthcare and higher education.

Smelstor has a Ph.D. and M.A. in American Literature and Mass Communications and Public Relations from the University of Wisconsin-Madison and a B.A., magna cum laude, from the College of Mt. St. Joseph in Cincinnati.

Join this outstanding group of Keynote Speakers at the 2008 USASBE Conference in San Antonio. Conference registrations and hotel reservations can all be made on-line at www.usasbe.org

VISION 2020 Task Force Report Nearing Completion

Association President Geralyn Franklin in January appointed the Vision 2020 Task Force (Task Force) to undertake one of the most important tasks in recent USASBE history. The Task Force, comprised of Mark Weaver (LSU), Task Force Chair; Ann Dugan (Univ. of Pittsburgh); Michael Hennessy (Coleman Foundation); Tony Mendes (UIUC); Heidi Neck (Babson College); and, Roger Alderman (USASBE Executive Director), ex officio member, was authorized to conduct an assessment of the Association and its future strategic direction. The Task Force was encouraged to address three questions:

1. How will the challenges and opportunities facing the entrepreneurship community impact USASBE?
2. What are the most significant issues that USASBE can/should address as an organization?
3. How can USASBE better serve its members? What does this mean in terms of partnerships? What does this mean in terms of fund raising needs?

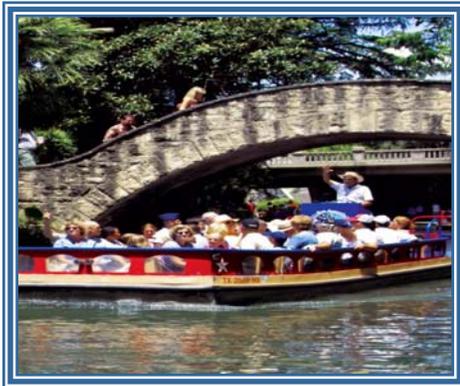
In accepting the challenges of the charge given by President Franklin, over the past six months, Task Force members have utilized a methodology based on both primary and secondary data sources to formulate the concerns, recommendations, and a new vision for USASBE. This included secondary sources such as past strategic planning reports and documents, the current strategic plan, and a 2003 Marketing Study. Primary sources used by the Task Force included informal discussions with other organizations, input from current and former Association leaders, and a needs assessment survey of both current and former USASBE members. Drawing on information and input obtained, the Task Force was divided into three main areas: (1) External Relationships; (2) Operations and Governance; and, (3) Needs Assessments.

In drafting the final report and recommendations, Task Force Chair Mark Weaver states, “the objective of the group is to provide the Association with a recommended new vision that clearly defines the strategic focus of the organization”.

The Task Force report will be presented to the USASBE Strategic Planning Committee during the Committee’s semi-annual retreat (Nashville, TN) July 15-17, with final recommendations forwarded to the Association Board of Directors by August 4. The report will address the following seven major areas of recommendation in addition to redefining the Association strategic niche and vision: (1) Research; (2) Operations; (3) Governance; (4) Membership; (5) Annual Conference; (6) Fundraising; and, (7) Cooperative Programming.

President Franklin and Strategic Planning Committee Chair Jeff Alves both expressed appreciation for the work of the Task Force and the efforts of the group to define a future for USASBE that will position the Association for even greater impact on entrepreneurship education and increased services to the USASBE membership.

See you in San Antonio



Liaison, the official newsletter of USASBE, is edited by Dr. Leslie Toombs and graduate assistant Imelda Moya of The University of Texas of the Permian Basin. The Fall edition (Volume 18, No. 3) will be published on December 1, 2007. The deadline for submission of information for this edition is November 15, 2007. Please e-mail your materials to: toombs_l@utpb.edu