GREETINGS FROM THE PRESIDENT

Michael H. Morris, Ph.D.
President, USASBE
Professor and N. Malone Mitchell Chair
of Entrepreneurship
Oklahoma State University

The new USASBE is built around four pillars: entrepreneurship education, research, outreach and public policy. Education includes best practices in the areas of pedagogy, curriculum and course design, course delivery, and the creation of related educational programs that support students and entrepreneurs. These are shared with members to enhance the delivery of entrepreneurship education in a broad cross-section of educational environments.

Entrepreneurship research is our second keystone, and is concerned with the process of knowledge discovery as it relates to the creation and growth of innovative new ventures. We seek to encourage theoretical, conceptual and empirical research that informs entrepreneurial practice. Our research interests include entrepreneurial activity in start-up, early growth, corporate, non-profit, and public sector contexts.

The third pillar is outreach. It is concerned with engaging the entrepreneurial community in innovative ways through incubators, technology commercialization, service learning, student internships, angel networks, microcredit schemes, business plan competitions, and a host of other initiatives. USASBE is at the forefront in encouraging best practices in entrepreneurial engagement.

Our final pillar, public policy, begins with ongoing efforts to assess the impact of entrepreneurial activity in our communities, regions and nations. Beyond this, we seek to identify the regulatory, legislative and tax policies that discourage and encourage successful entrepreneurship, and to identify policy prescriptions that help fuel the ongoing entrepreneurial revolution.

We are hard at work in advancing each of these pillars, in the process looking for ways to create more value for members of USASBE. Continuous improvements are being made to the Annual Conference (January 14-17, 2010 in Nashville). This year will find the addition of a public policy track, and a new ‘developmental papers’ track.

We are also upgrading two key resources for entrepreneurship educators: the Entrepreneurship Syllabus Exchange and the USASBE Innovative Teaching Practices. A new video library is being developed as part of the USASBE website. The USASBE
Career Center continues to develop, and now serves both job seekers and schools posting jobs---and has been augmented by a ‘live’ job forum at the Annual Conference. Further, new support and infrastructure has been created to facilitate the work of the ten USASBE Interest Groups.

I am also pleased at the continuing enhancements to the National Awards Program in Entrepreneurship. This very distinguished program recognizes excellence and innovation in curriculum and course design and delivery. It attracted a record number of entries this year, and included one of our most distinguished judging panels and rigorous review processes. In a related vein, we are doing more to publicize the winners.

All of this is in addition to the other benefits we continue to offer to the USASBE community, such as subscriptions to top journals in the field, and an incredible network of colleagues. In fact, what has always most impressed me about this very special organization is the culture of giving and sharing is so pervasive among our members. I wish you well in all your entrepreneurial endeavors. Let us know how USASBE can support those efforts.

USASBE MEMBERSHIP PASSES SIGNIFICANT MILESTONE

By Timothy Hatten, Ph.D.
VP Marketing/Membership

At year-end 2008, USASBE membership stood 1,089 strong. This marks the first time we have crossed the 1000-member plateau. In 2007, USASBE finished the year with 937. Of the current 1,089 members, 924 are academics and practitioners while 165 are classified as students.

Maintaining solid membership growth is critical to the viability of the organization. Since many USASBE members were unable to attend this year’s annual conference, now is a good time to remind everyone to please renew their membership in order to take advantage of the benefits USASBE offers to entrepreneurship educators, including:

• An opportunity to connect with leading entrepreneurship educators, researchers, consultants, and professionals
• Automatic membership in the International Council for Small Business (ICSB)
• Subscription to 2 leading academic journals: Entrepreneurship Theory & Practice (ET&P) and Journal of Small Business Management (JSBM)

Access to members-only areas of our website with materials to support entrepreneurship educators – with many new value-added features in the works

• Enrollment in USASBE special interest groups (SIGS) focusing on specialty areas within entrepreneurship

The leadership team is already hard at work preparing the 2010 conference in Nashville to enhance entrepreneurship education and your part in it. So, be sure to get your membership started or renewed as we push beyond 1,000 members – or more accurately, 1,000 of your new colleagues.
2009 CONFERENCE REFLECTION

USASBE 2009 – Extreme Playground for Entrepreneurship

By Rebecca J. White, Ph.D.
VP Conferences & Program Chair

Conference attendees described the 2009 meeting as “fun, exciting, push the envelope thinking”...

More than 450 USASBE members chose from over 90 pre-conference, plenary, competitive paper, workshop, symposia, and case sessions during the 2009 USASBE Annual Conference held at the Hilton Anaheim, January in Anaheim, CA, January 7th to 11th. The program included exciting keynote speakers, four pillar presentations, 31 paper sessions and 32 workshops. There were 205 submissions to the conference and 424 members who volunteered to review submissions. Reviewers were encouraged to focus on quality and in keeping with that expectation, the average acceptance rate for the conference was 56% percent.

The 2009 conference included several program innovations including four Pillar Sessions. These sessions were designed so that conference participants could meet to share experiences and discuss questions and challenges associated with the four pillar areas of USASBE: teaching and pedagogy; scholarship; centers and outreach; and, public policy. Conference attendees had the opportunity to choose two of four sessions led by R. Duane Ireland, Texas A & M (Publishing Entrepreneurship Research: Insights from the Gatekeepers), Michael H. Morris, Oklahoma State (Entrepreneurial Outreach & Engagement: How Universities are Changing the World One Venture at a Time), Michael W. Fountain, USF and William J. Marshall, USF (Traversing Disciplines Across Campus Using Innovative Interdisciplinary Entrepreneurship Learning Programs) and William J. Dennis, Jr., NFIB Research Foundation (Public Policy Change, Small Business Owner Response).

There were several other innovations. The first joint Academy of Management and USASBE session was led by Ron Mitchell (Texas Tech) and Michael H. Morris (Oklahoma State). In addition, scholarship recipients were invited to attend a conference version of the Experiential Classroom, a program designed to provide valuable instructional skills to those who are new to teaching entrepreneurship education.

The conference featured several exciting keynote speakers who sometimes brought the audience to their feet for standing ovations and at other times led the group in song. Amiya Antonetti, (Founder, Soapworks) opened Thursday evening with her emotional story about starting a company to help her ill child; Dr. Donald F. Kuratko (Jack M. Gill Chair of Entrepreneurship; Professor of Entrepreneurship & Executive Director - Johnson Center for Entrepreneurship & Innovation, The Kelley School of Business, Indiana University –Bloomington) kicked off the conference on Friday morning with an inspirational speech about the history and future of entrepreneurship education; Tim Draper (Founder and Partner, Draper, Fisher, Jurvetson) provided insight from the perspective of a venture capitalist about the entrepreneurial opportunities in today’s economy; Rob Ukropina (Founder, Overnite Express) shared his story of entrepreneurial failure that ultimately led to tremendous entrepreneurial success; and Chris Lane (Trainer, The Biggest Loser) closed the conference on Sunday morning with helpful tips about how to be successful and healthy today.

In response to a recent survey of membership and in keeping with the 2009 theme, the conference program included more opportunity for networking and fun than ever before. On Thursday evening, a reception, sponsored by ideablox, featured beach balls and “Beach Boys” style music. On Friday night conference attendees were open to visit Downtown Disney or a great Southern California restaurant. Saturday, the New York Times Party featured great food and drink and a local jazz band.
The Friday luncheon provided an opportunity to honor those who won the 2009 Lifetime Achievement Awards. Dr. Jeffry Timmons was posthumously awarded the, Max S. Wortman, Jr. Award for Lifetime Achievement in Entrepreneurship; John Pappajohn received the John E. Hughes Award for Entrepreneurial Advocacy and Dr. Arnold Cooper was named the 2009 Entrepreneurship Educator of the Year.

The conference featured papers, cases and workshops in 11 tracks. The 2009 conference tracks were Corporate Entrepreneurship and Innovation (Track Chair - Alex DeNoble, San Diego State); Entrepreneurship in the Arts (Track Chair - Nissan Wasifie, Columbia College Chicago); Entrepreneurship Pedagogy and Teaching (Fred Maidment, Western Connecticut State University); Family Business (Track Chair - Sharon Danes, University of Minnesota); International Entrepreneurship (Lucyna Kornecki, Embry-Riddle Aeronautical University); Minority and Women Entrepreneurship (Track Chair - Craig Watters, Syracuse University); Small Business (Track Chair - Michael Harris, East Carolina University); Social Entrepreneurship (Track Chair - Debbi D. Brock, Berea College); Teaching Cases (Track Chair - Ethne Swartz, Fairleigh Dickinson University); Technology and Life Sciences Entrepreneurship (Track Chair - Jay Azriel, York College of Pennsylvania) and Venture Financing (Track Chair - J. William Petty, Baylor University). In addition, two organizations provided workshops sessions: Dell Computer and National Collegiate Inventors and Innovators Alliance.

Special Thanks to the 2009 Conference Planning Team

VP Conferences – Rebecca White (Northern Kentucky University)
Senior VP Programming – Jeff Hornsby (Kansas State)
Senior VP Elect Programming – Mark Weaver (LSU)
Competitive Papers Chair - Matthew Rutherford (Virginia Commonwealth University)
Competitive Workshops Chair – Matthew Marvel (Western Kentucky University)
Competitive Cases Chair – Ethne Swartz (Fairleigh Dickinson University)

USASBE 2009 Excellence in Entrepreneurship Education Award Winners

USASBE National Model Undergraduate Entrepreneurship Program
Judi Eyles, Iowa State University

USASBE National Model MBA Entrepreneurship Program
Janet Christopher, University of Wisconsin-Madison

USASBE Outstanding Specialty Program
Brad Burke, Rice University

USASBE Innovative Entrepreneurship Course
Kenneth Harrington, Washington University in St. Louise

USASBE Innovative Pedagogy for Entrepreneurship Education
George Solomon, George Washington University
USASBE 2009 Best Paper, Case and Workshop Award Winners

Best Practitioner Paper Award
Writing Effective Executive Summaries: An Interdisciplinary Examination
Zelimir William Todorovic, Indiana University Purdue University – Fort Wayne
Marietta Frye, Indiana University Purdue University

John Jack Award (Journal of Developmental Entrepreneurship)
New Firm Financing for Women-Owned Firms: Evidence from the Kauffman Firm Survey Data
Susan Coleman, University of Hartford
Alicia Robb, University of California – Santa Cruz

Determinants of Family Business Resilience after a Natural Disaster
Sharon Danes, University of Minnesota
Jinhee Lee, University of Minnesota
Sayali Amrapurkar, University of Minnesota
Kathryn Stafford, Ohio State University
George Haynes, Montana State University

ETP: Best Theoretical/Conceptual Paper
The Invisible Other Hand: Entrepreneurship and Institutions in a Field of Multiple Logics
Wei Chen, Texas Tech University
Ronald K. Mitchell, Texas Tech University
J. Robert Mitchell, University of Oklahoma

SBA/Advocacy Best Student Paper Award
Making the Most of What You Have: Leveraging Entrepreneurial Orientation to Enhance SME Export Performance
Pankaj Patel, University of Louisville
Rodney D’Souza, University of Louisville

Rowan University Outstanding Workshop Awards
Overall Best Workshop Winner:
Neuroentrepreneurship: What Can Entrepreneurship Learn From Neuroscience
Norris Krueger Jr., Max Planck Institute of Economics
Mellani Day, Colorado Christian University

Pedagogy Workshop Winner:
The Adventure of Entrepreneurship: A Video Case of Earnest Shackleton
Heidi Neck, Babson College
Dennis J. Ceru, Babson College

USASBE Best Case Award (International Small Business Journal)
RHS, Inc.: Innovation “Guiding” Agriculture
Mark T. Schenkel, Belmont University
Jane B. Finley, Belmont University
Wade M. Chumney, Belmont University

3-E Learning/USASBE Best Teaching Practices Awards
Steven Gedeon, PhD., Ryerson University, 1st Place
Richard Sudek, PhD., Chapman University, 2nd Place
Craig Armstrong, PhD., University of Alabama, 3rd Place
3E-Learning at the USASBE conference 2009 Winners

http://www.3e-learning.org/news.asp

On January 10, 2009, in a room packed to standing-room only, the finalists of the 3E Learning Innovative Entrepreneurial Ideas Competition gathered to present their ideas to educators from across the U.S. Schools from D.C. to California were represented. Several attendees bragged about how many 3E sessions they had attended previously, attesting to the quality of ideas of previous years and their expectations for this year. The finalist ideas didn’t disappoint.

The ideas presented ranged from an in-class networking event to develop future entrepreneurs’ skills at assessing potential investors to a series of team projects with teams competing to show they are the best at some entrepreneurial task. Pictured (left to right): Dr. George Solomon (GWU), Steven Gedeon of Ryerson University (1st place winner), David Tomzyck (PhD student at GWU).

The third place idea was the $10 business, created by Dr. Craig Armstrong of the University of Alabama, where each student has $10 to found a business. Even with such a limited budget, the ideas for businesses range from the traditional to highly unusual. The most profitable business in Dr. Armstrong’s class earned over $2,200 making framed displays and magnets out of used wine corks. However, most every student is very profitable; the average profit for a business was $200!

In second place was the Entrepreneur Fast-Pitch, by Dr. Richard Sudek from Claremont Graduate University. In this activity, students read the transcripts of 60 second pitches by real-life entrepreneurs and evaluate which they found the best. They then watch the pitches given by the entrepreneurs, rating them again. The similarities and discrepancies create the foundational basis for in-class discussion about communication and passions for a business idea.

The grand prize winner of the 3E Learning Competition was Dr. Steven Gedeon of Ryerson University (pictured) with a fascinating approach to negotiations. Students are given a list of negotiation goals for either selling a company or setting a CEO compensation package. The students receive an overview of negotiation prior to being thrust into their discussions. Dr. Gedeon noted that many of his students find the exercise reveals areas of weakness in their negotiation skills, no matter how strong they are upon entering the class.

If you want more information about this year’s finalist ideas, or access to any of the dozens of other ideas submitted to 3E over the years, go to http://www.3e-learning.org/. All ideas are posted, along with references, materials you can adopt for your class, and student feedback.
Appreciation Extended to Conference Sponsors and Exhibitors

A major element in the foundation of each year’s Conference is our sponsor and exhibitor partners. These organizations play a vital role in the Association’s ability to conduct the Conference. Their participation affords each attendee the opportunity to be exposed to new and expanding information, products and services within the entrepreneurship community. We would encourage each USASBE member, if you have the chance to talk with represents of these Conference partners, to relate how appreciative we are for their participation and support.

We extend a big “thank you” to our 2009 sponsors and exhibitors.

SPONSORS
Adams Center for Entrepreneurship – Florida Atlantic University
Babson College
Belmont University Center for Entrepreneurship
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Coleman Foundation
DELL Computers
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Institute for Entrepreneurial Excellence – University Pittsburg
National Collegiate Inventors & Innovators Alliance
New York Times
NFIB Research Foundation
Price Center at UCLA Anderson
Small Business Administration – Office of Advocacy
Students in Free Enterprise
Syracuse University
The Center for Entrepreneurial Excellence – George Washington University
University of South Florida - St. Petersburg
Wilkes University

EXHIBITORS
Coleman Foundation
Edward Elgar Publishing
Ewing Marion Kauffman Foundation
ICSB/DELL
International Open Finance Association, Inc.
Interpretive Simulations, Inc.
McGraw-Hill/Irwin
National Association for Community College Entrepreneurship
Palo Alto Software
Pearson
ProQuest
Routledge/Taylor @ Francis Group
Secretary of the Air Force Small Business Office
Self-Employment in the Arts
South-Western Cengage Learning
Students in Free Enterprise
The Planning Shop
Yellow Sequoia
Conference Award Sponsors

One of the major mission objectives of USASBE is the promotion of the entrepreneurship discipline through recognition of outstanding achievement in the field. This could not be done without the support of the sponsors of the various Conference awards. For 2009 award sponsors were:

- Entrepreneurship Theory and Practice
- International Small Business Journal
- Journal of Developmental Entrepreneurship
- Journal of Small Business Management
- Students in Free Enterprise
- The Coleman Foundation
- United States Small Business Administration

USASBE 2010 Conference - SAVE THE DATE

“Entrepreneurship . . . a time to sing a new tune”
2010 Annual Conference -Nashville, TN

By Mark Weaver, Ph.D., Sr. VP Programming
mweaver@lsu.edu

The 2010 Conference will feature some of the best elements of the 2009 Conference and add new ways to involve our members.

The "Pillar" sessions that were begun in 2009 and discussed in another piece in the newsletter, are now incorporated as core sessions at conferences to build on these four key areas. Ideas for topics related to these areas are being sought and can be sent to Bill Jackson the VP for Conferences. Think about who might be presenters and lead the sessions. We need your inputs and will add them to the conference planning team.

Another new feature is to add a full track of papers, workshops, and cases for the Public Policy pillar in our new mission. We encourage new research projects and presentations that will increase our awareness of how public policy impacts our field. Again this is a new track and we hope this early announcement will help get you thinking about submissions.

The other new element for the 2010 conference is for "developmental" papers to be accepted. The concept is that research or cases that are under development for publication can be brought to the conference where they will be discussed in a group of roundtable style discussions in a mentoring model. The groups will have senior scholars in the field to work with the authors to increase the chances for publication in top outlets. If you are planning a research project and have a pilot study done that can be submitted to get help on what can be done to improve your chances of getting good data. Do you have a theoretical basis for the research? Do you have supportable hypotheses? Is your target sample representative of the population? What can I do to get international cooperation and replication? These are only a few of the typical questions editors and reviewers look at and they can be discussed and direction given to YOUR research projects.

The conference planning team is trying to find ways to include more members in planning, increase attendance at the conference, and to provide value added benefits for you, our members.

Send us your suggestions and ideas to make the 2010 conference our most exciting ever with you as part of the excitement.
USASBE 2010 Conference Committee Named

The 2010 USASBE Conference Committee under the leadership of Senior Vice President, Programming Mark Weaver will include Senior Vice President-Elect, Programming Rebecca White and Vice President, Conference Bill Jackson, who will serve as General Program Chair. Assisting Bill will be Jaretta Nord (Competitive Papers Chair), Robert D’Intino (Workshops Chair), Mark Schenkel (Cases Chair), Ethne Swartz (Proceedings Editor) and George Vozikis (Pre-Conference Chair).

Upcoming Conference Dates and Locations

2011 – Marriott Hilton Head Resort & Spa, Hilton Head, South Carolina (January 10 – 17, 2011)

2009 OFFICERS ANNOUNCED

USASBE 2009 Officers and Directors

ELECTED OFFICERS:

PRESIDENT
Michael H. Morris (Oklahoma State University)
PRESIDENT-ELECT
Jeff Cornwall (Belmont University)
IMMEDIATE PAST PRESIDENT
Jeffrey Alves (Wilkes University)
SENIOR VICE PRESIDENT, OPERATIONS
Leslie Toombs (University of Texas of the Permian Basin)
SENIOR VICE PRESIDENT, FINANCE
Richard Chamblin (Millikin University)
SENIOR VICE PRESIDENT, PROGRAMMING
Mark Weaver (Louisiana State University)
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)
VICE PRESIDENT, PUBLICATIONS
Don Bradley III (University of Central Arkansas)
DIRECTORS-AT-LARGE:
Anthony Mendes (University of Illinois)
Ethne Swartz (Fairleigh Dickinson University)
Cheryl Chamblin (Millikin University)
Michael Meeks (San Francisco University)

APPOINTED OFFICERS:

VICE PRESIDENT, CONFERENCE
William T. Jackson (University of South Florida St. Petersburg)
VICE PRESIDENT, EVENTS/PROGRAMS
Ann Dugan (University of Pittsburgh)
VICE PRESIDENT, SERVICES
Matt Marvel (Western Kentucky University)
SPECIAL VICE PRESIDENT, STRATEGIC BUSINESS MODEL
Geralyn M. Franklin (University of South Florida St. Petersburg)
ASSISTANT VICE PRESIDENT, PUBLICATIONS (ELECTRONIC)
Mary Jo Jackson (University of South Florida St. Petersburg)
ASSISTANT VICE PRESIDENT, PUBLICATIONS (NEWSLETTER EDITOR)
Mark T. Schenkel (Belmont University)
SECRETARY
Nola Miyasaki (Oklahoma State University)
HISTORIAN
Harold P. Welsch (DePaul University)
Morris Appoints USASBE Audit Committee

USASBE President Michael Morris has appointed former Association president Howard Van Auken (Iowa State) to chair this year’s Audit Committee. Serving with Howard on the Committee will be Lynn Neeley (Northern Illinois University), also a former Association president, and Stan Mandel (Wake Forest University) who has served in a number of USASBE program capacities over the years.

SPECIAL INTEREST GROUP CONTRIBUTIONS

Venture Financing

Silicon Valley Venture Capitalists’ Confidence Declines to Lowest Level in 5 Years

By Mark V. Cannice, Ph.D.
University of San Francisco

Confidence among consumers, CEOs, and other stakeholders in our economy has been closely tracked for quite a while. However, confidence among venture capitalists, who finance the high-growth ventures of our entrepreneurial economy, has received little attention. Since early in 2004, I have conducted a quarterly sentiment survey of venture capitalists in the San Francisco Bay Area. My intention was to detect long-term trends in confidence among these professional venture investors and to better understand the reasons behind their changing sentiment. Each quarter since then I have released a report on Silicon Valley venture capitalists’ confidence where most of the responding VCs provide their commentary on the record. Various business media (e.g. WSJ, NY Times, CNBC) have referenced this VC confidence index as a potential indicator of the health of high-growth entrepreneurial economy. The quarterly Silicon Valley Venture Capitalist Confidence Index™ (Bloomberg ticker symbol: USFSVCI) for the fourth quarter of 2008, based on a January 2009 survey of 33 San Francisco Bay Area venture capitalists, registered 2.77 on a 5 point scale (with 5 indicating high confidence and 1 indicating low confidence). This quarter’s reading fell from the previous quarter’s reading of 2.89 to a fifth consecutive new low since the Index was originated in Q1 2004 and indicates a continuing downtrend in venture capitalists’ confidence.

The continuing global financial market turmoil and economic decline remained at center stage as a negative influence on venture capitalists’ confidence for the recent quarter. In particular, the beaten down financial markets and the resulting negative impact of the liquidity prospects of most venture-backed portfolio firms weighed on confidence. This protracted delay of most liquidity events (both IPO and M&A) has led to significant strain on the venture business model for the near term. While these on-going concerns did predominate, a fundamental belief in the power of innovation, the prowess of entrepreneurs, and the unique strength of the Silicon Valley eco-system for enterprise creation remained strong. In fact, several venture capitalists saw this harsh economic time as an ideal moment for thoughtful innovation and the creation of new products that would more directly solve customer needs. Read the full report here (www.Cannice.net).
MEMBERSHIP INITIATIVES

USASBE Career Center
The USASBE Career Center is open for business! Be sure to check out the USASBE Job Market - the premier destination for entrepreneurship related academic jobs – if you are seeking or want to post a position. Job listings are open to all visitors, and, for a limited time, Job Postings are available at no charge.

Morrisville State College Students, Faculty Get Down to Business by Attending Entrepreneurial Conference

MORRISVILLE, N.Y.—Kimani Smith means business. The 21-year-old Morrisville State College student is all about business—running his own.

Smith, of Brooklyn, N.Y., recently returned from winter break with a bit more career savvy tucked under his collar after attending the United States Association for Small Business and Entrepreneurship (USASBE) conference in Anaheim, California, along with professors and three other students in the college’s Collegiate Science Technology Entry Program (CSTEP).

USASBE is the largest annual entrepreneurship and small business conference in the world. Also attending the conference was:

• Adail Carty, of Bronx, N.Y., an automotive technology management, bachelor of business administration major
• Juan Castanos, of Bronx, N.Y., an automotive technology, bachelor of technology major
• Patrick King, of Laurelton, N.Y., an information technology management, application software development bachelor of technology major

They attended with Chris Scalzo and Stephen Moore, assistant professors of business administration.

The conference was a mix of diverse workshops and information that promoted best practices in entrepreneurship education and program development. Students came home with a host of new ideas that amped their entrepreneurial spirit.

Smith said it helped him streamline his vision of starting his own contractor referral company.

“It motivated me tremendously,” he said. “There were high-end entrepreneurs who actually sat down with me and talked to me about my ideas, plans, goals and dreams. I’m already working on my business plan.”

Castanos, 20, a native of the Dominican Republic, gained worldly insight.

“The conference opened my eyes to the many possibilities in my life as far as experiencing many different aspects of the business world, from traveling to managing,” he said. “As a sales district manager for a big automotive manufacturer (my career goal), I will be able to oversee many different dealerships around the country and possibly around the world.”

The conference motivated King, 22, who aspires to start his own IT consulting firm.

“I attained a sense of hope and widened horizons to know that my ideas can come to light if I have that drive and passion to say this is what I want to do—and I am going to get it done,” he said. “I’ve had many ideas before this conference and being there has taught me a few of the tools I need to be successful in my endeavors.”

Entrepreneurs also imparted sound advice during the event.
“One woman stressed the importance of always remaining focused and knowing my plan,” Smith said.

A native of Jamaica, Smith moved to Brooklyn and set his sights on a business education at Morrisville State College, first earning an associate degree in business management.

He’s going a step further, taking courses to earn a bachelor of business administration degree in entrepreneurship and small business management, and is already reaping rewards from the classroom where he is learning about entrepreneurial finance and marketing management.

Students, in turn, are filtering their knowledge into the community.

King, Castanos, Smith and Carty were among CSTEP students who recently gave a social networking presentation to the Madison County Chapter of Service Corps Retired Executives (SCORE) members during a SCORE seminar held at the college.

The USASBE conference is one of the ways Dr. Scalzo is striving to advance entrepreneurship in the classroom while exposing Morrisville State College students to real-world entrepreneurs.

“After hearing other entrepreneurs’ stories, now I have the confidence to say yes, I can do it,” Carty, 21, said.

“The greatest thing I walked away with from the conference was the determination to create my own idea/innovation and to stand out,” Castanos said.

Morrisville State College integrates entrepreneurial activity into most of its curricula, emphasizing experiential learning in real-world laboratories on campus. The college offers more than 75 bachelor and associate degrees and options, including a bachelor of business administration degree in entrepreneurship and small business management.

Considered to be one of the most technologically advanced colleges in the nation for its ThinkPad University program and wireless technology initiative, the college recently became the first in the nation to comprehensively replace landlines in residence halls with individual cellular phones. Morrisville State College was also chosen as one of the top five colleges in the nation for campus activities by Campus Activities magazine.

The Morrisville State College Norwich Campus offers associate degree programs in accounting, business, computer systems technology, office administration, liberal arts transfer, nursing, early childhood, criminal justice and human services to south central New York residents and employers. Students may also apply coursework to other associate or bachelor degrees at the main campus.

New Dean at Lander University Promotes Entrepreneurship and Globalization throughout the Curriculum

Charles R. B. (Chuck) Stowe, new dean of the College of Business and Public Affairs at Lander University reports that its AACSB-accredited faculty is debating a vision of injecting entrepreneurial concepts and globalization throughout all courses. For example, accounting faculty might introduce students to Quickbooks, a popular program used by many small businesses. To internationalize accounting courses faculty might introduce students to issues that are being debated in the Economic Union over financial statement disclosures.

"Because we teach what we know, we will be offering opportunities for faculty to visit with local entrepreneurs and business owners. In developing our faculty development program, we may consider inviting faculty who already have an international interest to share their experiences and insights with other faculty" stated Stowe, who was responsible for the entrepreneurship program at Sam Houston State University’s College of Business Administration, including the SHSU Institute for Entrepreneurship and Innovation.

Lander’s business program is exploring ways to introduce examples, stories and concepts to internationalize all courses and to inject entrepreneurial concepts through examples, cases, and perhaps even student projects throughout the curriculum. "Ideally, we hope that we can synergize the activities of research and service
toward enhancing our teaching. Stowe observes that "synergizing and leverage time spent on research and service into activities that expand each professor's personal experiences in entrepreneurial concepts can result in research projects that actually enhance courses."

Lander offers only undergraduate business courses. In the face of a deteriorating economy and reductions in state funding, the strategy of encouraging discussion, research and interaction with local business owners and entrepreneurs may be a practical alternative to attempting to start a separate Center for Entrepreneurship or International Studies. Stowe who joined Lander University as Dean in August 2008 notes that "we are in the early stages of setting a course aimed at injecting entrepreneurship and international perspectives throughout the curriculum."

Eastman Hosts Music School Leaders for Workshop on the Place of Entrepreneurship in Higher Education Music School Curriculum

By Helene Snihur

Musicians have always had to be innovative, creating careers that combine performance, teaching, administration, and business. The entrepreneurial skills to support those diverse demands – from writing grant proposals to protecting intellectual property – were developed on the job, though, not taught in school.

In January, Eastman School of Music hosted the leaders of 30 higher education music schools for a workshop on incorporating entrepreneurship into their curriculums. The event builds on a workshop led by Eastman at last year’s National Association of Schools of Music annual conference, where participants were asked to come up with and then implement an entrepreneurial idea at their institutions.

Eastman has been a leader in educating students about musical entrepreneurship since the mid-1990s, when the Eastman Initiatives were launched. The groundbreaking series of programs and partnerships was designed to give students the skills and experience needed in the changing music world and to encourage them to think entrepreneurially about their careers by reaching out to new audiences and creating new performance opportunities. Today, those and other innovative programs are part of Eastman’s Institute for Music Leadership. Created in 2001, the Institute is the first center of its kind in the country, serving as a hub for creating, sharing, and implementing cutting-edge ideas for Eastman students, alumni and professional musicians.

"Most people think of business startups when they think of entrepreneurship," says Ramon Ricker, Senior Associate Dean and Director of the Institute for Music Leadership. "In the arts, entrepreneurship is about being proactive; it’s about thinking ahead and looking for and recognizing opportunities. We have to prepare students for the musical landscape of today and the future, and that has to be different from the way we prepared students in the 1950s."

Heidi Neck, Associate Professor of Entrepreneurship at Babson College and a renowned expert on entrepreneurship education, facilitated the Jan. 22-24 workshop. Titled "Preparing the Generation-E Musician... The Place of Entrepreneurship in the Higher Education Music School Curriculum," the workshop also involved students selected to attend by their Deans in discussions on such topics as the difference between teaching entrepreneurially and teaching entrepreneurship. Groups will be asked to come up with additional ideas for integrating entrepreneurship into music curriculums.

Illustrating the entrepreneurship promoted by the Institute for Musical Leadership, Eastman has partnered with the Rochester International Jazz Festival to present Grammy Award-winner Maria Schneider for a ticketed concert that was open to the public on Jan. 23. In 2005, Schneider, an Eastman alumna and composer-performer, became the first artist to win a Grammy Award for an album distributed entirely over the Internet. Additionally, Schneider was a guest speaker for the workshop.
Belmont University Launches Undergraduate Program in Social Entrepreneurship

By Bernard Turner

Last semester (Fall ’08), Belmont officially began offering a B.A. or B.S. in Social Entrepreneurship, which is believed to be the first or one of the first undergraduate majors in the United States. The 45-hour interdisciplinary major requires 9 hours in social entrepreneurship, 18 hours in entrepreneurship, and 18 hours in a thematic track.

The social entrepreneurship courses include an Introduction to Social Entrepreneurship, a Junior Internship (225-hours) in Social Entrepreneurship, and a Senior Capstone in Social Entrepreneurship. The entrepreneurship courses include Principles of Accounting (2 courses), Foundations of Entrepreneurship, Entrepreneurship Financial Management, Entrepreneurial Venture Management, and Business Ethics. There are five thematic tracks – Contemporary Social Issues, Economic Development, Environmental Studies, Faith, Culture & Ethics and Global Social Entrepreneurship. At the end of the first semester, 21 students had declared social entrepreneurship as their major.

Paul Malone, a Junior Honors Student and Social Entrepreneurship major, stated, “I feel that social entrepreneurship is a meeting of practical business concepts and high moral aims to benefit humanity. This being the case, I feel that social entrepreneurship is exactly what I want to study in order to lead a fulfilling life while benefitting and working for my fellow human beings.”

The Social Entrepreneurship Program is collaborating with the Department of Social Work and the School of Education to pilot a grant writing course in Fall ’09. Students will link up with nonprofits to develop and submit a grant request to a funder on behalf of the nonprofit.

Belmont has also launched the Center for Social Entrepreneurship and Service-Learning. This new Center seeks to empower and engage students, faculty, staff and community partners through various programming including training, service-learning, assessment and research activities to impact social change through innovative approaches and solutions. The Center will be the “arm” that links the university in multiple ways to the community - locally, nationally, and internationally.

The program is housed in the Office of the Provost with the director reporting to the Associate Provost. The Social Entrepreneurship Program and the Center is directed by Dr. Bernard Turner, Assistant Professor, Social Entrepreneurship. Dr. Turner presented at the 2009 USASBE Conference during the Social Entrepreneurship Pre-Conference Session. Should you desire more information about the program, he can be reached at turnerbe@mail.belmont.edu or at (615) 460-6591.

Heriot Assumes Editorial Position

USASBE member Kirk C. Heriot recently began serving as the Editor of the Southern Journal of Entrepreneurship, a new journal dedicated to publishing evidence-based research on entrepreneurship in the many ways in which it manifests itself. Please contact Kirk if you have an interest in serving as a reviewer or submitting a manuscript (kirk.heriot@gmail.com) or go to their website for more information (www.southernjournalentrepreneurship.org).
Research on Corruption in Entrepreneurial Ventures

By Larry Pate
University of North Dakota
Burwell Endowed Chair in Entrepreneurship
Professor of Entrepreneurship
Chair, Department of Entrepreneurship

A few of my new colleagues at the University of North Dakota and I are beginning a stream of research on the intersection of entrepreneurship, ethics, and decision-making. Our first research project in this direction will look at the decision patterns of entrepreneurs at various stages of growth of their new ventures, similar to the work that Mike Driver and I did years ago on the decision styles of entrepreneurs (e.g., Pate, et al, “Decision style and new venture success: An analysis of INC.500 and YPO executives’ environments,” Frontiers of Entrepreneurship Research 1990). Specifically, we want to know more about the factors that cause entrepreneurs to violate both legal and ethical standards, to the point of engaging in acts that may be perceived by themselves or others as corrupt. Unfortunately, we have found very little research on the intersection of entrepreneurship and corruption. With only a few exceptions, virtually all of the research on corruption examines corruption in large businesses or with student samples. Even most of the anecdotal material on corruption in organizations is limited to discussions of Enron or Enron-like organizations. We have found some relevant research on related topics, such as violations of trust and/or social norms (from which one might infer that an act was or was perceived to be corrupt), but we are hoping to find citations to work that more directly addresses our specific research question. Consequently, I am writing to ask for any thoughts or suggestions of relevant research or literature that we should examine. Additionally, we would like to know about any questionnaire measures, corruption scales, or other work on the antecedents or indicators of corruption we may have missed. Finally, we welcome inquiries from potential collaborators at other universities who share our interest in the intersection of these important concepts.