



**Small  
Business  
Institute®**



**40<sup>th</sup> Annual Academic Conference  
New Orleans, Louisiana  
February 11-13, 2016**

**“Celebrating Business in the Big Easy”**

**OFFICIAL CONFERENCE  
PROGRAM**



### ***From the President***

Welcome to the 40<sup>th</sup> Anniversary Conference of the Small Business Institute®! This tremendous organization was formed in 1976, and 2016 represents four decades of service to small business and entrepreneurial education and research. The Small Business Institute® continues to be a leader in experiential learning through student consulting, internships, and other field-based student outreach activities. It is great to be a member of this organization and to be a part of the dynamic impact that this method of education can have on our leaders of tomorrow!

This year's 40<sup>th</sup> celebration at the Annual Conference is certain to be memorable. John Batchelor, our Vice-President of Programs, and Debi Cours, our Vice-President of Programs – Elect, have worked diligently all year long to put together a program that is both academically stimulating and enjoyable for all participants. The program is full of thought provoking research papers, workshops for further education and ideas for research and the classroom, social functions that are designed to allow you to network with other researchers and educators, and keynote speakers that will challenge us to continue to strive for success in all of our endeavors.

One of the hallmarks of our organization is the opportunity to grow our careers through the relationships that we make at our Annual Conference. If you are new to the Small Business Institute®, let me encourage you to join in on conversations at the receptions, sit and make new friends at our meals, and engage others during the paper sessions and workshops. Many careers have been built over the years through the relationships, mentorships, and ideas that have been shared through this conference. Our opening reception on Thursday night is designed with the purpose of getting this type of networking started.

It has been a privilege to serve you as the President of the Small Business Institute® this past year. Your SBI board members are a true joy to work with. We have moved forward with some new initiatives, and my hope is that the direction we are heading will drive us to continued success as an organization. Let me encourage you to get involved, not only at this conference, but with the organization this coming year. It takes all of us working together to continue to make the Small Business Institute® successful for another 40 years!

Enjoy New Orleans, enjoy your new found friends, and enjoy the 40<sup>th</sup> Anniversary Conference of the Small Business Institute®!

William C. McDowell, Ph.D.  
President, Small Business Institute®





Welcome to the 40<sup>th</sup> anniversary conference and celebration of the Small Business Institute in the “Big Easy.”

It is a remarkable achievement to reach our “ruby anniversary” during a time when many academic travel budgets have been slashed. The real benefits of collegiality, mentoring, and knowledge that SBI offers are validated through the continued participation of our members and contributors. Witness the sessions, contributions and competitive submissions as evidence that the Small Business Institute remains relevant, engaged and impactful.

And while we’re celebrating our anniversary in New Orleans, it’s no “big easy” feat to put together a conference, and relies upon the contributions of many. It has been an honor to join the SBI Board of Directors and to work together to create this Conference Proceedings. I want to first recognize the support of Vice President of Programs, John Batchelor. His kindness, support, and guidance are invaluable, and we should all thank him for organizing such a fabulous conference venue. I benefitted greatly from support of the other Board members, including Josh Aaron, Blake Escudier, Joy Griffin, Michael Harris, John Hendon, William McDowell, Whitney Peake, and Patrick Walker. This passionate group is hard working and dedicated – all done with a great sense of humor and fun. I want to recognize the support of my Dean, the Department of Marketing, and the Wells Fargo Center for Small Business and Entrepreneurship at the David Nazarian College of Business and Economics at California State University, Northridge, and of also of my colleagues in the Office of Community Engagement. I want to call out to SBI Fellow and Past President, Sherrie Taylor, who first welcomed me to SBI, and to Bill McDowell and Dianne Welsh who encouraged me to run for this office.

I hope share my excitement about this program, and find so many interesting choices that it is difficult to choose among sessions. As conference goals, I hope you learn something new, share an idea (or many), enjoy time with “old” friends, and make new connections. The successes of these proceedings are a tribute to the contributors; any mistakes are mine.

All the best,

A handwritten signature in blue ink, appearing to read "Deb Cours".

Deborah Cours, Ph.D.

Vice-President of Programs, Elect

February 2016

## 2015-2016 Small Business Institute® Officers and Board

### **President**

William McDowell, Middle Tennessee State University

### **President-Elect**

Patrick Walker, Lindenwood University

### **Vice President of Programs:**

John Batchelor, University of West Florida

### **Vice President of Programs-Elect**

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### **Vice President of Membership**

Michael Harris, East Carolina University

### **Vice President of Research and Publications**

Blake Escudier, University of Fredericton

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Joy Griffin, California State University Northridge

### **Immediate Past President**

John Hendon, University of Arkansas - Little Rock

## 2016-2017 Small Business Institute® Officers and Board

### **President**

Patrick Walker, Lindenwood University

### **President-Elect**

John Batchelor, University of West Florida

### **Vice President of Programs:**

Deborah Cours, California State University, Northridge

### **Vice President of Programs-Elect**

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### **Secretary/Treasurer**

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### **Vice President of Marketing and Communications**

Whitney Peake, Western Kentucky University

### **Vice President of Membership**

Kathleen Laing, University of Vermont

### **Vice President of Research and Publications**

Denise Cumberland, University of Louisville

### **Vice President of Development:**

Joy Griffin, California State University Northridge

### **Immediate Past President**

William McDowell, Middle Tennessee State University

## Past Presidents

The following individuals have served as presidents of SBI. Affiliations listed are those at the time of their presidencies.

**1976-1977** Rudolph Kagerer, University of Georgia  
**1977-1978** Lowell M. Salter, University of North Florida  
**1978-1979** Winston D. Stahlecker, West Texas State University  
**1979-1980** K. Mark Weaver, University of Alabama  
**1980-1981** David H. Hovey, Jr., West Georgia State College  
**1981-1982** Richard D. Lorentz, University of Wisconsin – Eau Claire  
**1982-1983** Robert Brockhaus, Saint Louis University  
**1983-1984** Eugene L. O’Conner, California Poly State University  
**1984-1985** Paul Dunn, Northeast Louisiana University  
**1985-1986** Robert J. Kerber, Illinois State University  
**1986-1987** Jack E. Brothers, Calvin College  
**1987-1988** Harriet Stephenson, Seattle University  
**1988-1989** Joseph F. Singer, University of Missouri – Kansas City  
**1989-1990** Dewey E. Johnson, California State University, Fresno  
**1990-1991** Don B. Bradley III, University of Central Arkansas  
**1991-1992** Gwen F. Fontenot, Texas Woman’s University  
**1992-1993** Lynn Hoffman, University of Northern Colorado  
**1993-1994** Robert A. Kemp, Drake University  
**1994-1995** Joseph C. Latona, University of Akron/ Ashland University  
**1995-1996** John R. Kerr, Florida State University  
**1996-1997** Geralyn McClure Franklin, Stephen F. Austin State University  
**1997-1998** Charles H. Matthews, University of Cincinnati  
**1998-1999** Lloyd W. Fernald, Jr., University of Central Florida  
**1999-2000** J. Douglas Frazer, Millersville University  
**2000-2001** Joseph J. Geiger, University of Idaho  
**2001-2002** Roosevelt D. Butler, College of New Jersey  
**2002-2003** Sherrill R. Taylor, Texas Woman’s University  
**2003-2004** Abbas Nadim, University of New Haven  
**2004-2005** James N. Bradley, Central Washington University  
**2005-2006** Joseph R. Bell, University of Arkansas at Little Rock  
**2006-2007** Shawn Carraher, Cameron University  
**2007-2008** Kirk Heriot, Columbus State University  
**2008-2009** Bruce Kemelgor, University of Louisville  
**2009-2010** Ron Cook, Rider University  
**2010-2011** Patti Wilber, Northwestern Oklahoma State University  
**2011-2012** Stephanie Bardwell, Christopher Newport University  
**2012-2013** Michael Harris, East Carolina University  
**2013-2014** Dianne H.B. Welsh, The University of North Carolina at Greensboro  
**2014-2015** John Hendon, University of Arkansas – Little Rock

## SBI Fellows

The Small Business Institute® recognizes members whose accomplishments are particularly noteworthy by conferring the honorary title “Fellow”. This is the highest honor that the Small Business Institute® bestows upon a member. The individuals listed alphabetically below constitute those named as Fellows throughout our history (an asterisk \* denotes Fellows now deceased).

Don Altman  
David M. Ambrose  
Michael Ames  
Stephanie Bardwell  
Joe Bell  
Don B. Bradley III  
Robert Brockhaus  
Jack E. Brothers  
Sam Bruno  
Roosevelt Butler  
Donald M. Clause  
Ronald Cook  
Joel Corman  
Dale Dickson  
Paul Dunn  
Lloyd W. Fernald  
Gwen Fontenot  
Geraldyn McClure Franklin  
Doug Frazer  
Fred Fry  
Oliver Galbraith III\*  
Frederick Greene  
Kirk Heriot  
Lynn Hoffman  
David S. Hovey  
Dewey Johnson  
Robert Justis  
Rudolph Kagerer  
Bruce Kemelgor

Robert Kemp  
Robert J. Kerber  
John Kerr\*  
Fred Kiesner  
Chris Kobler  
Richard D. Lorentz\*  
Robert Lussier  
Charles H. Matthews  
Eugene L. O’Conner\*  
Stephen Osborne  
Neal Pruchansky  
Ronald Rubin  
Howard F. Rudd, Jr.  
Lowell M. Salter  
Homer L. Saunders\*  
Pamela Schindler  
Lincoln Simon  
Leo Simpson  
Joseph Singer  
Ricardo L. Singson  
Harriet Soll  
George T. Solomon  
Matt Sonfield  
Winston D. Stahlecker  
Harriet Stephenson  
Sherrill R. Taylor  
Lyle R. Trueblood\*  
Mark K. Weaver  
Craig Zamzow

## Homer L. Saunders Mentor Award

The Mentor Award identifies a SBI member who is deserving of recognition for outstanding contribution as SBI Director or for Case Supervisor training and development. In 1994, the award was named in honor of Homer L. Saunders, longtime SBI member. Mentor Award winners, with school affiliation at the time of the award, include:

**1993** - Sam J. Bruno, University of Houston – Clear Lake

Paul Dunn, Northeast Louisiana University  
Homer L. Saunders, University of Central Arkansas

**1994** - Dale Dickson, Mesa State College  
Gwen F. Fontenot, Syndics Research  
Lynn Hoffman, University of Northern Colorado

**1995** - John R. Kerr, Florida State University  
Neal R. Pruchansky, Keene State University

**1997** - Ronald S. Rubin, University of Central Florida

**1998** - Lowell S. Salter, University of Central Florida  
Leo Simpson, Eastern Washington University  
Harriet Stephenson, Seattle University

**1999** - Richard Dailey, University of Montana  
Geraldyn McClure Franklin, University of Texas of the Permian Basin  
Joseph Singer, University of Missouri – Kansas City

**2000** - Robert Brockhaus, Saint Louis University

**2001** - Charles H. Matthews, University of Cincinnati

**2002** - Joseph Geiger, University of Idaho

**2003** - Don Bradley III, University of Central Arkansas

**2004** - Dewey Johnson, California State University, Fresno

**2005** - Bruce Kemelgor, University of Louisville  
Dianne H.B. Welsh, John Carroll University

**2009** - Kirk Heriot, Columbus State University  
Bert Scott, Indiana University Northwest  
Sherrie Taylor, Texas Woman's University

**2010** - Stephanie Bardwell, Christopher Newport University  
Ron Cook, Rider University

**2012** - Joe Bell, University of Arkansas at Little Rock

**2013** - Shawn M. Carraher, Indiana Wesleyan University  
Michael L. Harris, East Carolina University

**2014** - John Hendon, University of Arkansas - Little Rock

**2015** - Don Lester, Middle Tennessee State University



## Showcase Award

The Showcase Award identifies the SBI Program and its Director that is deserving of recognition for innovative development or management, or because their SBI efforts contributed to a true small business client success story. Showcase Award winners, with school affiliation at the time of the award, include:

**1993** - Charles H. Matthews, University of Cincinnati

Frederick H. Rice, Kansas State University

William Shulte, George Mason University

Jacki Staudt-Netzel, California State University, Fullerton

**1994** - Sally A. Charles, Kennesaw State University

**1995** - Harlan Bruha, Angelo State University

Randall Ewing, Northern University

Lewis Paul, Jr., Wichita State University

**1996** - Lisa Borstadt, Northern Arizona University

John R. Kerr (dec), Florida State University

Margaret Shipley, University of Houston – Downtown

**1997** - Pamela S. Schindler, Wittenberg University

Harriet Stephenson, Seattle University

**1998** - Ronald Cook, Rider University

Sherrill Taylor, Texas Woman's University

Chandra Schorg, Texas Woman's University

**1999** - Stephen Osborne, Indiana University of Pennsylvania

**2001** - Bruce Kemelgor, University of Louisville

**2002** - Joseph Geiger, University of Idaho

**2004** - Craig Zamzow, Plymouth State College

**2005** - Stephanie Bardwell, Christopher Newport University

**2006** - Don Bradley III, University of Central Arkansas and SBANC

**2007** - Leo Simpson, Western Kentucky University

**2008** - Neal Pruchansky, Keene College  
Dianne Welsh, University of Tampa

**2009** - Paul Belliveau, Rutgers University

**2010** - Michael Harris, East Carolina University

**2011** - Shawn Carraher, Indiana Wesleyan University

**2013**

Lloyd Fernald and Jill Kaufman, University of Central Florida

**2014**

Raj Mahto, University of New Mexico

**2015**

John Buzza, Monmouth University

Deborah Cours, California State University Northridge

## Best Practices Award

A new award for Best Practices began at the 2009 annual meeting. Best Practices may include-but are not limited to: New entrepreneurial curriculum; New or innovative classroom delivery; Innovations in attracting and maintaining clients; Promoting entrepreneurship across the curriculum; Superior outcomes from existing programs, etc.

Best Practices Award winners, with school affiliation at the time of the award, include:

### 2009

Minding Our Business: An Effective Summer Program for Urban Preadolescents  
Sigfredo Hernandez, Rider University

### 2010

Masters of Science in Strategic Business Transitions  
William A. Andrews, Stetson University

### 2011

Creative Cross-Disciplinary Entrepreneurship  
Dianne H.B. Welsh, The University of North Carolina at Greensboro

### 2012

McConn Coffee Company  
Shawn Carraher, Indiana Wesleyan University

### 2013

Programmatic Research with Students  
Shawn M. Carraher, Indiana Wesleyan University

### 2014

Dollar Enterprise Program  
Kathleen Liang, University of Vermont

### 2015

Training and Educating Grass-Root Leaders in Food System and Rural Development for the 22nd Century  
Utilizing the Teen Reaching Youth (TRY) Model: TRY for Farm, Food, and Energy  
Kathleen Liang, University of Vermont

**The Small Business Institute® would like to thank  
the following sponsors and vendors:**

FRIDAY NIGHT'S FELLOWS RECEPTION COURTESY OF DEAN DAVID URBAN,  
JONES COLLEGE OF BUSINESS, MIDDLE TENNESSEE STATE UNIVERSITY  
(7:00 P.M. at Bon Ton Café 401 Magazine, New Orleans, LA 70130)

*JOURNAL OF SMALL BUSINESS*  
**STRATEGY**

Small Business Institute® Journal

**CSUN**

**DAVID NAZARIAN**  
COLLEGE OF BUSINESS  
AND ECONOMICS



*JONES COLLEGE OF BUSINESS*

MIDDLE TENNESSEE STATE UNIVERSITY

# CENTER FOR ENTREPRENEURSHIP

## UNIVERSITY *of* WEST FLORIDA

### *College of Business*

#### MISSION

The University of West Florida Center for Entrepreneurship is dedicated to seeding economic growth. The Center encourages and supports educational initiatives related to entrepreneurship and entrepreneurial thinking and serves as a comprehensive resource for economic innovation for students, industry and community partners. The Center for Entrepreneurship seeks to serve as a source of support for the complete life cycle of an entrepreneur.

The Center will be housed in the College of Business and host numerous activities and initiatives related to creating a culture of entrepreneurial thinking. Additionally, affiliate units and organizations will create a synergistic support for entrepreneurial efforts and innovation.

Quint Studer will serve as the Entrepreneur-in-Residence to mobilize a professional network of entrepreneurs that will positively impact the Center through contributions to advisement,

seminars, classes, workshops and a host of other initiatives.

The UWF College of Business is actively developing degree and certificate programs in entrepreneurship. The College of Business recently launched a MBA program with an emphasis on entrepreneurship and the College provides an undergraduate certificate in small business management/entrepreneurship and graduate certificate in entrepreneurship.

[uwf.edu/cfe](http://uwf.edu/cfe)



Center for  
Entrepreneurship  
College of Business



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E-Verify Workshop will be held from 1:45 to 3:15 on Friday, February 12, 2016 in the Vieux Carré Foyer



## **Keynote Speaker: Gerry Goldstein**

### **Owner, Goldstein Properties, LLC**



Gerry's educational background includes a BSBA in Finance from the University of Florida and an MBA from the University of West Florida. He spent more than decade on Wall Street in various rolls within the investment banking community. In his early years, he was a short -term money trader specializing in BA's, CD's, Treasury Bills, and using the Euro Dollar futures market to hedge cash positions.

Gerry has collaborated with team members to build two government- trading operations. His last position was with Merrill Lynch at their headquarters in New York on the institutional sales desk specializing in short term money instruments.

After returning to Pensacola in the early 80's, he started multiple businesses including owning one of the largest printing businesses in the southeast that supplied print to the US Government Printing Office. During this same time, Gerry also designed an online system to delivery printing contracts from the US Government and State agencies to printers throughout the country.

Currently he owns two companies, Salomon-Goldstein Properties LLC which specializes in commercial real estate brokerage and Goldstein Properties that owns and manages commercial buildings.

Gerry has been active in promoting economic development in both Santa Rosa and Escambia counties for over ten years and sits on multiple boards, including the Center for Innovation and Entrepreneurship, Board of Governors at Pensacola State College, Santa Rosa Medical Center, as well as Rebuild Northwest Florida.

## **Schedule for Wednesday, February 10, 2016**

### **SBI Board Meeting**

Satchmo, 3<sup>rd</sup> Floor

5:00 pm -9:00 pm

### **SBI Board Dinner**

Mannings, 1<sup>st</sup> Floor, Archie's Room

6:00 pm -7:00 pm

## **Schedule for Thursday, February 11, 2016**

### **Conference Check-in & Silent Auction**

Second Floor Conference Desk

8:00 am -5:00 pm

### **Pre-Conference Workshop**

**“Regulatory and Ethical Issues Facing SBI”**

Fuller Street 1

10:00 am -11:15 am

**Neal Pruchansky, Barbara Charkey, and Robin Lubberoff**  
**Keene State College**

### **Opening Luncheon**

Vieux Carré Foyer

12:00 pm -1:30 pm

## **Thursday, February 11, 2016**

### **Opening Luncheon: Celebrating Business in the Big Easy**

Second Floor Conference Desk

12:00 pm-1:30pm

- Welcome: John H. Batchelor, University of West Florida  
SBI Vice President of Programs
- Silent Auction: Joy Griffin, California State University Northridge  
SBI Vice President of Development
- President's Address: William McDowell, Middle Tennessee State University  
SBI President
- Fellow Recognition: Matthew Sonfield, Hofstra University SBI Fellowship  
Coordinator
- Speaker Introduction: John H. Batchelor, University of West Florida  
SBI Vice President of Programs
- Keynote Address: Ben Johnson  
President & CEO New Orleans Chamber of Commerce

### **Session 1**

1:45 pm -3:15 pm

### **BREAK**

Second Floor Conference Area

3:15 pm -3:30 pm

### **Session 2**

3:30 pm – 5:00 pm

### **SBI COCKTAIL RECEPTION – Welcome to New Members**

Mannings, 2<sup>nd</sup> Floor

5:30 pm -7:00 pm \*Drink ticket provided

## **Schedule for Friday, February 12, 2016**

### **Conference Check-in & Silent Auction**

Second Floor Conference Desk

8:00 am-5:00 pm

### **Breakfast Buffet**

Vieux Carré Foyer

7:30 am -8:30 am

### **Joint Editorial Board Breakfast**

Vieux Carré Foyer

7:30 am -8:30 am

***Journal of Small Business Strategy***

***Editor William McDowell***

**Middle Tennessee State University**

***Small Business Institute® Journal***

***Editors Michael Harris & Shanan Gibson***

**East Carolina University**

### **Session 3**

8:30 am -10:00 am

### **Break**

Second Floor Conference Desk

10:00 am -10:15 am

### **Session 4**

10:15 am -11:45 am



## Friday, February 12, 2016

### Luncheon: The Soul of Small Business

Fuller Street 2  
12:00 pm - 1:30 pm

Welcome:	John H. Batchelor, University of West Florida SBI Vice President of Programs
Silent Auction:	Joy Griffin, California State University Northridge SBI Vice President of Development
President's Update:	William C. McDowell, Middle Tennessee State University SBI President
Mentor/Showcase Award Winners:	John Henderson, University of Arkansas – Little Rock SBI President-Elect
Speaker Introduction:	John H. Batchelor, University of West Florida SBI Vice President of Programs
Keynote Address:	Gerry Goldstein Goldstein Properties, LLC

### Session 5

1:45 pm - 3:15 pm

### Break

Second Floor Conference Desk  
3:15 pm - 3:30 pm

### Session 6

3:30 pm - 5:00 pm

*Dinner on your own*

## **Schedule for Saturday, February 13, 2016**

### **Conference Check-in & Silent Auction**

Second Floor Conference Desk

8:00 am - 5:00 pm

### **Breakfast Buffet**

Vieux Carré Foyer

7:30 am - 8:30am

### **Past Presidents & Fellows Breakfast**

Vieux Carré Foyer

7:30 am - 9:00 am

***William McDowell, SBI President  
Middle Tennessee State University***

***Matthew Sonfield - Presiding  
Hofstra University***

### **SBI Annual Members Meeting**

Vieux Carré Foyer

8:30 am -10:00 am

### **Break**

Second Floor Conference Desk

10:00 am -10:15 am

### **Session 7**

10:15 am - 11:45 am

**Saturday, February 13, 2016**

**Awards Luncheon: Celebrating Business in the Big Easy**

King Palm, 2<sup>nd</sup> Floor

12:00 pm - 1:30 pm

Welcome:	John H. Batchelor, University of West Florida SBI Vice President of Programs
Silent Auction:	Joy Griffin, California State University Northridge SBI Vice President of Development
Best Practice Winners:	Stephanie Bardwell, Christopher Newport University
Student Project of the Year Winners:	Blake Escudier, University of Fredericton SBI Vice President of Research & Publications
Best Papers Award:	Deborah Cours, University of California - Northridge SBI Vice President of Programs-Elect
2016 Conference Announcement:	Deborah Cours, University of California - Northridge SBI Vice President of Programs-Elect

**SBI Board Meeting**

Satchmo, 3<sup>rd</sup> Floor

1:45 pm - 3:45 pm

***Patrick Walker – Presiding  
Lindenwood University***

**Creole Queen Paddle Wheeler**

7:00 pm - 9:00 pm \*Drink ticket provided

Boarding begins at 6:00 pm

Board on at river across from 1 Poydras St.

# **2016 CONFERENCE SESSION DESCRIPTIONS**

## Thursday, February 11, 2016

### Session 1

1:45 pm -3:15 pm

#### **Fuller Street 1 – Best Practices**

**Session Chair & Moderator: Stephanie Bardwell**

#### **Paper Titles:**

Developing and Embedding Student Skills for the Management of a Small Tax Firm:  
Evidence from a University-Level Experiential Learning Program

*Andrew Holt (MSU Denver)*  
*Christine Kuglin (MSU Denver)*  
*Michael Montoya (MSU Denver)*

How to Create High Impact Community Outreach Through A Veteran Entrepreneurship  
Training Program

*Ron Cook (Rider University)*  
*Lee Zane (Rider University)*  
*Diane Campbell (Rider University)*

The Intersection of High Impact Practices and 21<sup>st</sup> Century Skills in a Graduate Online  
Business Course

*Melissa Brode (University of West Florida)*  
*John H. Batchelor (University of West Florida)*



## Thursday, February 11, 2016

### Session 1

1:45 pm -3:15 pm

#### **Fuller Street 2 – Small Business**

**Session Chair & Moderator: Jeff Shields**

#### **Paper Titles:**

Examining Linkage Between Resource Constraints & Multifunctional Ag-Entrepreneurs' Decisions

*Kathleen Liang (University of Vermont)*  
*Paul Dunn (University of Louisiana at Monroe)*

Website Quality for SME Wineries: Measurement Insights

*Bonnie Canziani (University of NC Greensboro)*  
*Dianne Welsh (University of NC Greensboro)*

An SME Approach to Sustainability Reporting: The B Corporation's Impact Assessment

*Jeff Shields (University of North Carolina at Asheville)*  
*Joyce Shellman (University of Maryland University College)*

Factors Impacting Entrepreneurship in the Deaf Community

*Richard Demartino (Rochester Institute of Technology)*  
*Robert Barbato (Rochester Institute of Technology)*

## Thursday, February 11, 2016

### Session 1

1:45 pm - 3:15 pm

#### **Fuller Street 3**

#### **Workshop**

**Session Chair: Robert Lussier**

The Heritage and Horizon of the Small Business Institute: Where Should We Go From Here?

*John Hendon (University of Arkansas at Little Rock)*

Publish Don't Perish: 100 Tips that Improve Your Ability to Get Published

*Robert Lussier (Springfield College)*

## Thursday, February 11, 2016

### Session 2

3:30 pm - 5:00 pm

#### **Fuller Street 1 – Best Practices**

**Session Chair & Moderator: Stephanie Bardwell**

People Process Culture May Be a Key Competitive Advantage for Small Business

*Kelly La Venture (Bemidji State University)*

*Jeanette Kersten (UW-Stout)*

Student Research and the Small Business Institute

*Shawn Carraher (University of Texas Dallas)*

STELLAR: Student Entrepreneur Learning Lab and Research

*Dawn Bolton (Western Kentucky University)*

## Thursday, February 11, 2016

### Session 2

3:30 pm - 5:00 pm

#### **Fuller Street 2 – Accounting**

**Session Chair & Moderator: Andrew Holt**

An Analysis of the Duties of Auditors to Detect Fraud Through Interviewing

*Doug Laufer (Metropolitan State University)*  
*Travis Boyd (Arrow Electronics & Metropolitan State University)*

The Accounting and Financial Management Capabilities of SMEs and Non-Profit Organizations: The Role of Third Party Professional Accounting Expertise

*Andrew Holt (MSU Denver)*  
*Shannon Williams (MSU Denver)*  
*Elizabeth Self (MSU Denver)*

Can the Level of Financial Literacy Within U.S. Small Businesses and Non-Profit Organizations be Improved Through Student-led Advisory Programs

*Andrew Holt (MSU Denver)*  
*Shannon Williams (MSU Denver)*  
*Elizabeth Self (MSU Denver)*

## Thursday, February 11, 2016

### Session 2

3:30 pm - 5:00 pm

#### **Fuller Street 3 – Small Business**

**Session Chair & Moderator: Robert Lussier**

Small Business Employees' Intention to Learn: Establishing Research Directions

*Jeffrey Young (Mount Saint Vincent University)*

*Paulette Cormier-MacBurnie (Mount Saint Vincent University)*

*Ned Kelleher (Mount Saint Vincent University)*

*Peter Mombourquette (Mount Saint Vincent University)*

*Gary Sneddon (Mount Saint Vincent University)*

Success Factors for Small Businesses in Guanajuato, Mexico

*Judith Banda (Universidad de Guanajuato)*

*Robert Lussier (Springfield College)*

An Examination of the Transition from Informal to Formal Entrepreneur in a Developing Country Context

*Chris Achua (UVA – College at Wise)*

*Robert Lussier (Springfield College)*

Entrepreneurial Negotiations: Are We Getting Carried Away About Win-Win?

*Timothy Dunne (Middle Tennessee State University)*

*Joshua Aaron (Middle Tennessee State University)*

Small Business Employees: Recognize Their Hidden Potential

*Kristie Abston (University of West Florida)*



## Friday, February 12, 2016

### Session 3

8:30 am - 10:00 am

#### **Fuller Street 1 – Small Business Development Center**

**Session Chair & Moderator: Jana Minifie**

Capturing Potential SBDC Clients Using University Students

*Jana Minifie (Texas State University)*  
*Joe Harper (SBDC Texas State University)*

Idea Talk – Ideas Make a Difference

*Maithreya Chakravarthula (University of Texas at Dallas)*

Developing a Double-Loop Learning Approach for Growing Rural Businesses

*Timothy Pett (Rollins College)*  
*Wendy Veatch (Wichita State University)*

Best Priced Digital lenses, Inc.: A Small-Scale Supplier to a Big-Scale Industry

*Gerry Goldstein (University of West Florida)*  
*Blaine Lawlor (University of West Florida)*  
*Laura Jansen (University of West Florida)*  
*Michael Newsom (University of West Florida)*  
*Stelios Peterson (University of West Florida)*

## Friday, February 12, 2016

### Session 3

8:30 am -10:00 am

#### **Fuller Street 2**

#### **Workshop**

**Session Chair: Dianne Welsh**

A Practical Guide to a Campus-Wide Program: Part 1

*Dianne Welsh, Steven Cramer, Bonnie Canziani, Bonnie Yarborough, Stoel Burrowes,  
Janice Wassel, and Bill Johnson (University of NC Greensboro)  
Debra Sea (Bemidji State University)*

## Friday, February 12, 2016

### Session 3

8:30 am -10:00 am

#### **Fuller Street 3 – Best Practices**

**Session Chair & Moderator: Stephanie Bardwell**

Breaking Bad News: The SPIKE Method

*John Lipinski (Indiana University of PA)*

*Joette Wisneski (Indiana University of PA)*

High Impact Practices in an MBA Strategy Class: The Use and Application of Live Cases

*Blaine Lawlor (University of West Florida)*

Best Practices in Incubator Formation

*John H. Batchelor (University of West Florida)*

*Christian P. Garabedian (University of West Florida)*

The Nonprofit Bootcamp

*Patrick Walker (Lindenwood University)*

## Friday, February 12, 2016

### Session 4

10:15 am - 11:45 am

#### **Fuller Street 1**

#### **Workshop**

**Session Chair: Dianne Welsh**

A Practical Guide to a Campus-Wide Program: Part 2

*Dianne Welsh, Steven Cramer, Bonnie Canziani, Bonnie Yarborough, Stoel Burrowes,  
Janice Wassel, and Bill Johnson (University of NC Greensboro)  
Debra Sea (Bemidji State University)*

## Friday, February 12, 2016

### Session 4

10:15 am - 11:45 am

#### **Fuller Street 2 – Small Business**

**Session Chair & Moderator: Joe Felan**

The Role of Confidence in the New Venturing Process

*James Weinhardt (University of Calgary)*

*Justin Davis (University of West Florida)*

*Olga Petricevic (University of Calgary)*

Military Veterans and Civilians Response to Entrepreneurship Training

*Shannon Kerrick (University of Louisville)*

*Denise Cumberland (University of Louisville)*

*Namok Choi (University of Louisville)*

Training and Educational Development for “Vetrepreneurs”

*Denise Cumberland (University of Louisville)*

*Sharon Kerrick (University of Louisville)*

Internet Presence as a Small Business Capability: The Case of Mobile Optimization

*Troy Voelker (University of Houston Clear Lake)*

*Doug Steel (University of Houston Clear Lake)*

*Elsa Shervin (University of Houston Clear Lake)*

## Friday, February 12, 2016

### Session 4

10:15 am -11:45 am

**Fuller Street 3**

#### **Workshops**

**Session Chair: Blake Escudier**

How to Start a Small Business Institute Program

*Ron Cook (Rider University)*

*Michael Harris (East Carolina University)*

Experiential Learning: Students as Small Business Consultants

*Mike Myhre (Director, Florida SBDC)*

*John Jackson (California State University Fullerton)*

*Ron Cook (Rider University)*

*Michael Harris (East Carolina University)*

## Friday, February 12, 2016

### Session 5

1:45 pm - 3:15 pm

#### **Fuller Street 1 – Marketing/Small Business**

#### **Session Chair & Moderator: Matthew Sonfield**

New and Ongoing Retail Venture Strategy: Utilizing Regional Consumer Expenditure Data

*Matthew Sonfield (Hofstra University)*

High-Impact Activities May Improve Student Learning in the Marketing Discipline

*Kelly La Venture (Bemidji State University)*

Are There More or Fewer Opportunities for SMEs in the Supply Chain

*Joe Felan (University of Arkansas Little Rock)*  
*Naeem Bajwa (University of Arkansas Little Rock)*

The Relationship of TMT Background Characteristics with Entrepreneurial Orientation

*J. Ruben Boling (University of North Georgia)*

## Friday, February 12, 2016

### Session 5

1:45 pm - 3:15 pm

#### **Fuller Street 2 – Global Entrepreneurship**

**Session Chair & Moderator: Dennis Barber III**

#### Entrepreneurial Attitudes of Czech Students

*Dennis Barber III (Armstrong State University)*

*Shanan Gibson (East Carolina University)*

*Rolinek Ladislav (University of South Bohemia)*

*Michael Harris (East Carolina University)*

#### Fostering Silver Entrepreneurship in South Korea

*Jan Wassel (University of NC Greensboro)*

*Hanjo Cho (University of NC Greensboro)*

*Joo Han (Future Mosaic Institute)*



## Friday, February 12, 2016

### Session 5

1:45 pm - 3:15 pm

#### **Fuller Street 3 – Family Business**

#### **Session Chair & Moderator: Whitney Peake**

Family Business Governance in Young Family Firms: A Review of the First Experiences of Polish Family Firms

*Izabela Koladkiewicz (Kozminski University)*

Do Family Businesses See CSR as a “Win” More Than Nonfamily Businesses? An Exploration of Self-Regulation in Promoting Small Business CSR

*Whitney Peake (Western Kentucky University)*

*Leanne Coder (Western Kentucky University)*

*Mariah Yates (Western Kentucky University)*

Family Business and Small Business: Are They the Same?

*Raj Mahto (University of New Mexico)*

*Saurabh Ahluwalia (University of New Mexico)*

Small Business Learning and Performance

*Timothy Pett (Rollins College)*

*James Wolff (Wichita State University)*

## Friday, February 12, 2016

### Session 6

3:30 pm- 5:00 pm

#### **Fuller Street 1**

#### **Workshops**

**Session Chair: John Hendon**

Human Resource Management Updates for Small Business

*John Hendon (University of Arkansas at Little Rock)*

*Robert Lussier (Springfield College)*

*LeAnne Coder (Western Kentucky University)*

*Carl Blencke (Central Florida University)*

## Friday, February 12, 2016

### Session 6

3:30 pm - 5:00 pm

#### **Fuller Street 2 – Experiential Learning**

**Session Chair & Moderator: Josh Bendickson**

Teaching Entrepreneurship Research Skills to Students: Best Practices from Three Entrepreneurship Librarians

*Steven Cramer (University of North Carolina Greensboro)*

*Mary Scalon (Wake Forest University)*

*Diane Campbell (Rider University)*

Improv Pitch: Using Shark Tank for Business Pitches and Comparison Discussion

*Josh Bendickson (East Carolina University)*

*Philip Davis (East Carolina University)*

*Chelsea Midgett (East Carolina University)*

Academic Case Study Publications at Your Finger Tips

*Joseph Bell (University of Arkansas at Little Rock)*

**Friday, February 12, 2016**

**Session 6**

3:30 pm - 5:00 pm

**Fuller Street 3**

**Workshop**

**Session Chair: Kathleen Liang**

Using Network Analysis to Evaluate Team Performance and Individual Growth

*Kathleen Liang (University of Vermont)*

## Saturday, February 13, 2016

### Session 7

10:15 am -11:45 am

#### **Fuller Street 1**

#### **Workshop**

**Session Chair: Shanan Gibson**

Leveraging Strategic Collaborations to Build Innovative and Impactful Engagement Opportunities

*William McDowell (Middle Tennessee State University)*

*Michael Harris (East Carolina University)*

*Shanan Gibson (East Carolina University)*

*Pat Geho (Middle Tennessee State University)*

*David Mayo (East Carolina University)*

*Scott Senatore (East Carolina University)*

Advocacy and Engagement: Tools to Activate Nonprofit and Small Business Leadership

*Patrick Walker (Lindenwood University)*

*Nicole Roach Walker (Webster University)*

## Saturday, February 13, 2016

### Session 7

10:15 am - 11:45 am

**Fuller Street 2 – Women, Minority, Social, Ethics, and Environmental Responsibility**  
**Session Chair & Moderator: Patrick Walker**

Are Professors Entrepreneurs?

*Raj Mahto (University of New Mexico)*  
*Saurabh Ahluwalia (University of New Mexico)*

A Business Model to Mitigate Financial, Legal, and Managerial Risk for Nonprofit Organizations and Small Businesses

*Patrick Walker (Lindenwood University)*

The Effects of Ethical Behavior on Family Firm Performance

*Jerry Kudlats (Middle Tennessee State University)*  
*William McDowell (Middle Tennessee State University)*  
*Michael Harris (East Carolina University)*

## Saturday, February 13, 2016

### Session 7

10:15 am - 11:45 am

#### **Fuller Street 3 – Experiential Learning**

**Session Chair & Moderator: Lynn Hoffman**

Strategic Planning and Field Based Consulting

*D. Lynn Hoffman (Metropolitan State University of Denver)*  
*Johannes Snyman (Metropolitan State University of Denver)*  
*David Bechtold (Metropolitan State University of Denver)*  
*Ann Murphy (Metropolitan State University of Denver)*

Developing and Embedding Student Skills for the Management of a Small Tax Firm:  
Evidence from a University-Level Experiential Learning Program

*Christine Kuglin (Metropolitan State University of Denver)*  
*Andrew Holt (Metropolitan State University of Denver)*  
*Michael Montoya (Metropolitan State University of Denver)*

You Can Teach Entrepreneurship but Can You Teach Risk Tolerance?

*John Lipinski (Indiana University of PA)*  
*Donald Lester (Middle Tennessee State University)*  
*Steve Osbourne (Indiana University of PA)*

**SEE YOU AT THE 2017 CONFERENCE!**





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