

BAHIA
RESORT HOTEL

RESORT MAP



Resort Services & Offices

- 1 Front Desk & Lobby
- 2 Concierge Service
- 3 Gift Shop
- 4 Business Center
- 5 Sales & Convention Services
- 6 Catering & Weddings - floor 2

Dining

- 1 Tangler Bar
- 2 Café Bahia
- 3 Pool Bar & Grill (seasonal)

Resort Amenities

- 1 Action Sport Rentals
- 2 Bahia Belle Boat Cruise
- 3 Seal Pond
- 4 Pool & Whirlpool
- 5 Fitness Center
- 6 Arcade
- 7 Beach Cabanas
- 8 Tennis Courts
- 9 Shuffleboard
- 10 Ice Machines
- 11 Soda Machine
- 12 Vending Machine

Meeting Spaces

- 1 Marina Room
- 2 Bahia Belle Sternwheeler
- 3 Shell Room
- 4 Ventana Room
- 5 Del Mar Room
- 6 Mission Bay Ballroom - floor 5
- 7 La Jolla Room - floor 1
- 8 Pacific Room - floor 1
- 9 Cabrillo Suite 612 - floor 1
- 10 William D. Evans Sternwheeler
- 11 Bayside Pavilion
- 12 West Bay Beach
- 13 Marina Beach
- 14 Pond, Garden & Gazebo

858.539.7700 | BahiaHotel.com | 998 West Mission Bay Drive | San Diego, California 92109

Small
Business
Institute®



41st Annual – Academic Conference
San Diego, California
February 15-18, 2017



OFFICIAL CONFERENCE PROGRAM



OFFICIAL CONFERENCE PROGRAM
February 15-18, 2017

LINDENWOOD

Dear Friends,

Thank you for attending the Small Business Institute's® (SBI) 41st Annual Conference in the beautiful sunny San Diego!

For over four decades, academicians, business practitioners, and community leaders have gathered across the nation to present and discuss small business strategies in education, entrepreneurship, and community engagement. We continue to celebrate all small businesses contributing to local economies by bringing growth and innovation to communities; we also celebrate the small businesses helping stimulate economic growth by providing employment opportunities and creating jobs. SBI will continue to support small businesses and the selfless commitments made by small business owners and entrepreneurs who allow others to build something better for all who follow. That is the story of SBI, and this conference represents the beginning of a new chapter of greater promise.

This conference was designed with you in mind, and holds true to our mission and the premise that America needs every one of us to lend our energy, talents, and ambition to making small businesses better and stronger. the SBI Fellows.

It has been one of my highest regards serving as your president, and working alongside the officers and Dean of We have all been stronger, together. I also must acknowledge Dr. Debi Cours for pulling all of this together. Debi's leadership, creativity, and commitment have ensured that your conference experience will be like no other.

Enjoy every moment of this experience!

Sincerely,

PATRICK D. WALKER

Patrick D. Walker, President
The Small Business Institute®
Patrick D. Walker, JD, MBA / Associate Professor
Nonprofit Administration & Business Law
Robert W. Plaster School of Business
& Entrepreneurship
Lindenwood University
209 South Kingshighway • St. Charles, MO 63301



CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE

Welcome to (usually) sunny San Diego and thinking about “Small Business on the Border.”

This conference has been a lot of fun to plan and I thank all the authors, reviewers, volunteers, and students whose contributions are the heart of this conference.

I’ve had the good fortune to be supported by so many wonderful people as we prepared this conference. Bill McDowell and Mike Harris have been gracious, positive, and supportive. Patrick Walker as president encouraged us to try new things, put our own spin on the conference. Kathleen Liang and Whitney Peake have been responsive to all my requests, no matter how later or on a holiday weekend, to reach out to membership and to post information on the website. John Batchelor generously shared all his templates, advice, information and tips.

Timothy Dunne has the most friendly and positive demeanor – whenever we talked, my stress went down. Josh Aaron is so supportive and ready to work with the hotels, vendors, whomever to get the bills paid and the checks collected. John Hendon deserves the credit for helping to secure the Bahia location in the first place. I was dead set on San Diego – so I could have easy access to planning in the area. Joy Griffin’s support in fundraising has changed the culture and expectations, and I’ll miss my colleague as her Board term expires. Denise Cumberland has been an absolute hoot – sharing concerns about details of implementation and open to new ways of doing things. Ron Cook is rounding up the Fellows for greater engagement with the Board and the conference, and his advice is always wise and valuable.

I owe gratitude to Dianne Welsh who has long been my SBI Mentor, and Sherrie Taylor as well. The friendships I make and renew each year keep me energized and excited. SBI has provided me with a career path I would never have expected. Thanks to Dean Lord of CSUN’s David Nazarian College of Business and Economics for his continued support of the SBI and our work, and our colleagues and staff who are joining us in support.

We tried a few new things this year. We launched Breakfast Roundtables – encouraging people to make connections, find research partners, and to build friendships. We added a New Member Orientation on Thursday afternoon (and extra drink tickets for new members who participate). We grew the SBDC Best Practices track. And, recognizing the growing emphasis on undergraduate research and wanting to better represent our students, we organized a Poster Session for the student teams who are finalists in the Project of the Year competition. Make sure to stop by their posters on Saturday morning after the Business Meeting. All of these efforts are responding to membership interests and trends in higher education. Please share your thoughts and consider volunteering at next year’s conference to help us continue to offer our members even greater value.

All the best,

Deborah Cours, Ph.D.
Director of Community Engagement
& Professor of Marketing

2016 Small Business Institute® Officers and Board

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Sharon Gibson, East Carolina University

Immediate Past President

Patrick Walker, Lindenwood 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
2015-2016 William McDowell, Middle Tennessee State University

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
Shawn Carraher
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
Jeff Shields
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*

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
- 2016** - Minding Our Business: An Effective Summer Program for Urban Preadolescents
Sigfredo Hernandez, Rider University

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

2016 - William McDowell, 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
- 2016** - Dennis Barber, Armstrong State University
David Snow, University of Pikeville

The Small Business Institute recognizes the following sponsors with gratitude:

"CSUN's David Nazarian College of Business and Economics, home of the Wells Fargo Center for Small Business and Economics, the Bull Ring New Venture Competition, and the internationally ranked LACI@CSUN incubator, proudly celebrates many years of successful engagement with the Small Business Institute."

Dean Kenneth R. Lord, Ph.D.
David Nazarian College of Business and Economics
California State University, Northridge



JOURNAL OF SMALL BUSINESS
STRATEGY

Small Business Institute® Journal



Thursday Luncheon
Keynote Speaker:
Michael Myhre, CEO of
Florida SBDC Network



Friday Luncheon
Keynote Speaker:
Paul Sangster, Co-Founder
Rip Current Brewing

Schedule at a Glance

WEDNESDAY FEB 15

4:00 pm – 8:00 pm SBI Board of Directors Meeting **ROOM**
Marina

THURSDAY FEB 16

8:00 am – 5:00 pm Registration & Silent Auction Ventana
12:00 pm – 1:30 pm Opening Luncheon Shell
1:45 pm – 3:15 pm Session 1 (Pacific, Del Mar, Marina)
3:15 pm – 3:30 pm BREAK Ventana
3:30 pm – 5:00 pm Session 2 (Pacific, Del Mar, Marina)
5:00 pm – 6:00 pm New Members Orientation Ventana
5:30 pm – 7:00 pm SBI Cocktail Reception Beach
(heavy appetizers) (Mission A if rain)

FRIDAY FEB 17

8:00 am – 5:00 pm Registration & Silent Auction Ventana
7:00 am – 8:30 am Breakfast Buffet & Shell
Roundtable Discussions
7:00 am – 8:30 am Joint Editorial Board Breakfast Ventana
8:30 am – 10:00 am Session 3 (Pacific, Del Mar, Marina)
10:00 am – 10:15 am BREAK Ventana
10:15 am – 11:45 am Session 4 (Pacific, Del Mar, Marina)
12:00 pm – 1:30 pm Luncheon: Small Business Shell
on the Border
1:45 pm – 1:15 pm Session 5 (Pacific, Del Mar, Marina)
3:15 pm – 3:30 pm BREAK Ventana
3:30 pm – 5:00 pm Session 6 (Pacific, Del Mar, Marina)
Dinner on Your Own

SATURDAY FEB 18

8:00 am – 5:00 pm Registration & Silent Auction Ventana
7:00 am – 8:30 am Breakfast Buffet & Shell
Roundtable Discussions
7:00 am – 8:30 am Past Presidents & Ventana
Fellows Breakfast
8:30 am – 10:00 am SBI Business Meeting Shell
10:00 am – 11:30 am POY POSTER SESSION Ventana
10:15 – 11:45 am SESSION 7 (Pacific, Del Mar, Marina)
12:00 – 1:30 pm Awards Luncheon Shell
1:45 pm – 1:45 pm SBI Board Meeting La Jolla
5:30 pm – 7:30 pm SBI Luau (heavy appetizers) Beach
(Del Mar if rain)

Luncheon Schedule

THURSDAY FEB 16

Shell

12:00 pm – 1:30 pm

Welcome: Deborah Cours

Silent Auction Introduction: Joy Griffin

President's Address: Patrick Walker

Fellow Recognition: Ron Cook

SBI Website Overview: Kathleen Liang

Speaker Introduction: Deborah Cours

Keynote Address: Michael Myhre, CEO of Florida SBDC Network

FRIDAY FEB 17

Shell

12:00 pm – 1:30 pm

Welcome: Deborah Cours

Silent Auction Update: Joy Griffin

President's Update: Patrick Walker

SBI & Creating Value for Members: Kathleen Liang

Mentor/Showcase Award Winners: William McDowell

Speaker Introduction: Deborah Cours

Keynote Address: Paul Sangster, Co-Founder of Rip Current Brewery

SATURDAY FEB 18

Shell

12:00 pm – 1:30 pm

Welcome: Deborah Cours

Silent Auction Close: Joy Griffin

Best Practice Winners:

SBI Best Practice:

SBDC Best Practice

Student Project of the Year Winners: Denise Cumberland

Best Papers Awards: Timothy Dunne

2018 Conference Announcement: Timothy Dunne

Detailed Session Descriptions

THURSDAY, FEBRUARY 16

Luncheon: 12:00 pm – 1:30 pm

Shell

Welcome: Deborah Cours
Silent Auction Introduction: Joy Griffin
President's Address: Patrick Walker
Fellow Recognition: Ron Cook
SBI Website Overview: Kathleen Liang
Speaker Introduction: Deborah Cours
Keynote Address: Michael Myhre, CEO of Florida SBDC Network

Session 1: 1:45 - 3:15 pm

Session 1A: Panel

Pacific

Channeling Entrepreneurs in Our Classrooms, Disciplines, and Communities

Bonnie Canziani, UNCG; Dianne Welsh, University of North Carolina at Greensboro; Keith Debbage, UNC Greensboro; W. Noah Reynolds, UNC Greensboro; Debra Sea, Bemidji State University

Session 1B: Small Business Training and Outreach Programs

Del Mar

Chair: John Batchelor, University of West Florida

Mentoring Programs Impact: A Study of a Small Business Association

Denise M. Cumberland, University of Louisville
Sharon A. Kerrick, Bellarmine University
Jason D'Mello, Loyola Marymount University
Brad Shuck, University of Louisville
Rajashi Ghosh, Drexel University

Boots2Business: An Early View of an SBA Entrepreneurship Outreach Program

Kirk Heriot, Columbus State University; Lori Dickes, Clemson University; Andrews Jauregui, Columbus State University

Training and Educational Development for "Vetrepreneurs"

Denise Cumberland, University of Louisville

Session 1C: SBI Best Practices

Marina

Chair: Timothy Dunne, Boise State University

Building a Collaborative Effort of Training and Education in Sustainable Food System for the 22nd Century through Urban Agriculture Programs

Kathleen Liang, North Carolina A&T State Univ;
Marlene McCauley, Guilford College

The Value of Mentoring in Student Team Consulting and Service-Learning

Ron Cook, Rider University; Diane Campbell,

A Study on the Correlation between Instructor and Peer-Reviewed Scores in a Graduate Business Course

Melissa Brode, University of West Florida;
Heather Donofrio, University of West Florida;
Jennifer Benjamin, University of West Florida

Session 2: 3:30 – 5:00 pm

Session 2A: The Successful Professor: Getting It Done

Pacific

Chair: Robert Lussier, Springfield College

Academic Education in Small Business Management: The Case of the First Program in Israel

Shaike Marom, Western Galilee College;
Robert Lussier, Springfield College

Publish Don't Perish: Tips to Get Published (a workshop)

Robert Lussier, Springfield College

Session 2B: Family Business

Del Mar

Chair: Patrick Walker, Lindenwood University

Exploratory Analysis of Business and Family Problems Facing Family Businesses

William McDowell, MTSU; Michael Harris, East Carolina University; Shanan Gibson, East Carolina University; Jerry Kudlats, Jacksonville University; Whitney Peake, Western Kentucky University

Employee Commitment, Family Involvement, and Innovation In Family Firms

Raj Mahto, University of New Mexico; Saurabh Ahluwalia, University of New Mexico

The Relationships Between Family Support, Personal Problems, and Firm Performance Of Moroccan and Turkish Women Entrepreneurs: The Country Context

Dianne Welsh, University of North Carolina at Greensboro; Esra Memili, University of North Carolina Greensboro ; Eugene Kaciak , Brock University and Kozminski University; Caroline Minialai, CESEM HEM

Session 2C: SBI Best Practices

Marina

Chair: Timothy Dunne, Boise State University

Practical Online Marketing for Startups

John Batchelor, University of West Florida; Christian Garabedian, University of West Florida; Cameron Smith, University of West Florida

Learning and Knowledge Acquisition for Rural Businesses

Wendy Veatch, Consultant

Systems Thinking in Entrepreneurship: Changing our Thinking and Improving Buy-In for Entrepreneurship Courses in the General Education Curriculum

Whitney Peake, Western Kentucky University

Connecting to the Real World: Incorporating Student Consulting Projects in Real Estate Programs

Melanie Williams, California State University, Northridge; Ray Calnan, California State University, Northridge

FRIDAY, FEBRUARY 17

BREAKFAST ROUNDTABLE DISCUSSIONS:

7:15 – 8:15 am

Shell

Roundtable A: Entrepreneurship Summer Camp for High Schoolers

Lee Zane, Rider University; Ron Cook, Rider University

Roundtable B: Teaching online - tools and assignments

Debra Sea, Bemidji State University; Dianne Welsh, University of North Carolina at Greensboro

Session 3: 8:30 – 10:00 am

Session 3A: Workshop

Pacific

Constructing an effective and sustainable research strategy for empirical studies that lead to successful professional development

Kathleen Liang, North Carolina A&T State University; Paul Dunn, ULM

Session 3B: Data and Analysis for Small Business Success
Del Mar

Chair: Joy Griffin, California State University, Northridge

**Geographies of Entrepreneurial Ecosystems: Non-Farm
Proprietorship Employment by U.S. Metropolitan Area**
Keith Debbage, UNC-Greensboro

**The Relationship between a Comprehensive Strategic
Approach and Small Business Performance**
Ralph Williams, Jr., Middle Tennessee State University;
Joshua Aaron, Middle Tennessee State University;
Scott Manley, Midwestern State

Factors for Creating a Competitive Opportunity Index for SMEs
Joe Felan, University of Arkansas at LR; Joe Bell, University of
Arkansas at Little Rock

Session 3C: SBDC Best Practices Marina
Chair: Blake Escudier, University of Fredericton

**Don't Just Generate Financial Statements, Turn them into
Useful Tools**
Jana Minifie, Texas State University

**Best Practices in Virtual Consulting: Lessons from a Florida
SBDC at the
University of North Florida Partnership**
Lakshmi Goel, FSBDC at the University of North Florida; Janice
Donaldson, FSBDC at the University of North Florida

**Herding Consultants: Experiential Education at the Wharton
SBDC**
Erin McGowan, Wharton SBDC

Session 4: 10:15 – 11:45 am

Session 4A: Workshop Pacific
**A Diversity and Inclusion Blueprint for Small Businesses,
Nonprofit Organizations, and Corporate Allies**

Patrick Walker, Lindenwood University; Nicole Roach-Walker,
Webster University

Session 4B: Hospitality Small Business Del Mar
Chair: William McDowell, Middle Tennessee State University

**Some Preliminary Quantitative Evidence From Tripadvisor
Reviews: The Bed-And-Breakfast Sector In Nova Scotia**
Jeffrey Young, Mount Saint Vincent University; Paulette Cormier-
MacBurnie, Mount Saint Vincent University; Peter
Mombourquette, Mount Saint Vincent University; Gary Sneddon,
Mount Saint Vincent University

Restaurant Entrepreneurship at a Small Business Winery
Bonnie Canziani, UNCG

**The Bed-And-Breakfast Sector In Nova Scotia: A Qualitative
Analysis Of Negative Tripadvisor Reviews and Owner
Responses**
Jeffrey Young, Mount Saint Vincent University;
Paulette Cormier-MacBurnie, Mount Saint Vincent University;
Peter Mombourquette, Mount Saint Vincent University;
Gary Sneddon, Mount Saint Vincent University

Session 4C: SBI Best Practices

Marina

Chair: Timothy Dunne, Boise State University

Using collaboration between undergraduate and graduate students as a catalyst for experiential learning in a community-based environment

Amy Cardillo, MSU Denver; Christine Kuglin, MSU Denver; Andrew Holt, MSU Denver

Headwaters Film Festival Experiential Learning Course

Debra Sea, Bemidji State University

Good Design is Good Business

Dave Moon, California State University, Northridge; Joe Bautista, California State University, Northridge

Session 5: 1:45 – 3:15 pm

Session 5A: Panel / Workshop

Pacific

Creating a Portfolio of Small Business Resources at a University

Dave Moon, California State University, Northridge; Deborah Cours, California State University, Northridge; Deborah Heisley, California State University, Northridge; Joe Bautista, California State University, Northridge; Paula DiMarco, California State University, Northridge

Luncheon 12:00 pm – 1:30 pm

Shell

Welcome: Deborah Cours

Silent Auction Update: Joy Griffin

President's Update: Patrick Walker

SBI & Creating Value for Members: Kathleen Liang

Mentor/Showcase Award Winners: William McDowell

Speaker Introduction: Deborah Cours

Keynote Address: Paul Sangster, Co-Founder of Rip Current Brewery

Session 5B: Research Findings for Small Business Management

Del Mar

Chair: Shanan Gibson, East Carolina University

Are Survey Research Firms for Empirical Data Collection Worth the Cost? A Comparison of Small Business Data Collected via Mail Survey Methods and a Survey Research Firm

Whitney Peake, Western Kentucky University; LeAnne Coder, Western Kentucky University

Platform Strategies for Small Businesses

Abbas Nadim, University of New Haven

Should Your Business Have A Telephone (Land-Line And/Or Cell)? Perhaps Not!

Matthew Sonfield, Hofstra University

Evaluating The Production Efficiency Of New England's Oyster Aquaculture Industry

Ben Scuderi, University of Maine; Xuan Chen, University of Maine

Session 5C: SBDC Best Practices

Marina

Chair: Blake Escudier, University of Fredericton

FGCU SBDC Student/Small Business Readiness Program

Suzanne Specht, FSBDC at Florida Gulf Coast University

Prometheus Unbound: Reigniting the Spirit of Student Engagement

Tony Palamone, Indiana Small Business Development Center

Gannon University Small Business Development Center: A Three-Prong Approach To Working With Students

Margaret Horne, Gannon University SBDC

Session 6: 3:30 – 5:00 pm

Session 6A: Workshop Pacific

How to Create and Run an SBI Program at Your University

Ron Cook, Rider University;
Michael Harris, East Carolina University

Session 6B: Teaching & Learning: Small Business, Big Ideas
Del Mar

Chair: Denise Cumberland, University of Louisville

**The Small Business Institute's Field Based Consulting and
Knowledge Acquisition and Retention**

David Lynn Hoffman, Metropolitan State University ; David Bechtold,
Metropolitan State University of Denver; Ko-Hui Tung, Long Sheng
Technologies

Entrepreneurship Elsewhere

David Snow, University of Pikeville;
Justin Prater, University of Pikeville

Students Perceptions of

"The Coddling of the American Mind"

John Batchelor, University of West Florida; Shanan Gibson, East
Carolina University; Bob Kimball, University of West Florida;
Gerald Burch, Tarleton State University

Session 6C: SBDC Best Practices Marina

Chair: Blake Escudier, University of Fredericton

**How Temple SBDC Leverages Resources within
the University that**

Benefit Businesses in the Philadelphia Area

Mark Mulligan, Century Link; Doug Laufer, Metro State University
- Denver

**Best Practices in Face-to-Face Consulting: Lessons from a
Florida SBDC at the University of North Florida Partnership**

Diane Denslow, FSBDC at the University of North Florida; Janice
Donaldson, FSBDC at the University of North Florida

The FSBDC at UCF SBI® Program

Eunice Choi, FSBDC @University of Central Florida;
Jill Kaufman, FSBDC @University of Central Florida

SATURDAY, FEBRUARY 18

Project of the Year Finalists Poster Session:
10:00 – 11:30 am

Session 7: 10:15 – 11:45 am

Session 7A: Workshop Del Mar
**2016-2017 Human Resource Management Updates for Small
Business**

John Hendon, University of Arkansas at Little Rock;
Timothy Dunne, Boise State University;
LeAnne Coder, Western Kentucky University

Session 7B: Ethics and Diversity

Del Mar

Chair: Joshua Aaron, Middle Tennessee State University

Internal Investigations Case Study - Time Sheet Irregularities

Mark Mulligan, Century Link; Doug Laufer, Metro State University
– Denver

Investor Reactions to Firm Reputational Signals

Tyler Skinner, Middle Tennessee State University; Joshua Aaron,
Middle Tennessee State University

**The Boardroom Diversity Policies Of Smaller Public
Companies In Europe: A Comparative Study Of The
Proportion Of Female Directors And Accounting Executives
Within German And UK Boardrooms**

Juliane Mann, Crowe GHP Horwath; Andrew Holt, MSU Denver

**The Hidden Danger: When Workers Do Not Voice Safety
Concerns**

Denise Cumberland, University of Louisville; Megan Church-Nally,
Bellarmine University; Sharon Kerrick, Bellarmine University;
Whitney Martin, ProActive Consulting

**Session 7C: Global and Cultural Identities in Small
Business**

Marina

Chair: Kathleen Liang, North Carolina A&T State University

**Small Business Owner Entrepreneurial Profile In the
Guanajuato State, Mexico**

Judith Banda , Guanajuato University;
Robert Lussier, Springfield College

**Push and Pull Factors and
Hispanic Self-employment in the U.S.**

Monica Fisher, University of Idaho;
Paul Lewin, University of Idaho

**Perceptions of Managers and Traditional Entrepreneurs in
the Czech Republic**

Dennis Barber III, Armstrong State University; Shanan Gibson, East
Carolina University; Michael Harris, East Carolina University;
Rolínek Ladislav, University of South Bohemia

Luncheon 12:00 pm – 1:30 pm

Shell

Welcome: Deborah Cours

Silent Auction Close: Joy Griffin

Best Practice Winners:

SBI Best Practice: Timothy Dunne

SBDC Best Practice: Blake Escudier

Student Project of the Year Winners: Denise Cumberland

Best Papers Awards: Timothy Dunne

2018 Conference Announcement: Timothy Dunne