

Wednesday, October 2

Officers Meeting 2:00-4:00

Registration 4:00 –6:00



Wednesday Reception: 6:00-8:00



Thursday, October 3



Fellows Breakfast 7:30 am



Thursday, October 3

Session 1: 8:00-9:15

Rural Economic Development and Small Business: A Role of the University
J. Robert Collins, Texas A&M University-Commerce

SWOT Analysis for Individuals
C.W. VonBergen, Southeastern Oklahoma State University

Neptotism and Non-Family Perceptions of Fairness: An Exploratory Study of Best Practices in Family Firms
Christopher L. Martin, Centenary College of Louisiana

Why Borrow? Factors that Determine Ability to Borrow
Arturo Rodriguez, University of Louisiana at Monroe
Eugenie Goodwin, University of Louisiana at Monroe

Session 2: 9:15-10:30

The Chamber Of Commerce: Its Role In Small Business
Kenneth J. Lacho, The University of New Orleans
Erich N. Brockmann, The University of New Orleans

“The Love of My Life” or “The Life I Love” – Investigating Impacts of New Venture Creation on Marriage
Chyi-lyi (Kathleen) Liang, University of Vermont
Paul Dunn, University of Louisiana at Monroe

Interior Planning: A Small Business Discussion Case
Ed Bashaw, Arkansas Tech University
Sherman Alexander, Arkansas Tech University
Stephen Jones, Arkansas Tech University

Non-pricing Practices In Very Small Businesses
Paul Dunn, University of Louisiana at Monroe
Carl Kogut, University of Louisiana at Monroe
Larry Short, Northwestern State University of Louisiana

Break 10:30 — 10:45

Session 3: 10:45-12:00

Operational Strategies for Productivity and Quality in a Transition Country: Interviews of Romanian Managers
Daniel Glaser-Segura, Texas A&M University San Antonio

Measuring the Innovation Degree in Small and Micro Enterprises in Sergipe State, Brazil
Rivanda Meira Teixeira- Federal University of Sergipe, Brazil
Ana Teresa da Silva Néto – SEBRAE-SE

Native American advancement from poverty to self-sufficiency: Can entrepreneurship help lead the way?
Martin S Bressler, Southeastern Oklahoma State University
Kitty Campbell, Southeastern Oklahoma State University
Brett Elliott, Southeastern Oklahoma State University

They Might be Older But They Are Not Afraid of the World of Entrepreneurship: Seniors Have Begun To See the Opportunities of Being Their Own Boss
Michael Menefee, University of North Carolina At Pembroke
John E. Spillan, University of North Carolina At Pembroke

Lunch with Panel 12:00 — 1:30

Session 4 A: 1:30—3:00

Room A

Student Pitch

Session 4 B: 1:30-2:30

Room B

Pros & Cons of Legalizing Marijuana
C. Anderson

Smokers, Cross-Dressers and Criminals, Oh My!
Tracey Cole, Arkansas Tech University
Stephen Jones, Arkansas Tech University

An Examination of the Barriers that Impact the Implementation of Environmental Sustainability Practices in Small Businesses
Thaddeus McEwen, North Carolina A&T State University

Session 5: 2:30-3:30

Room B

Groupon: Good Deal or Raw Deal for Small Business?
Laurie Babin, University of Louisiana at Monroe
Eugenie Goodwin, University of Louisiana at Monroe
Melissa Melancon, University of Louisiana at Monroe
Deborah Golemon, University of Louisiana at Monroe

The Effects of Entrepreneurial Information Networks on Supply Chain Alertness and New Product Development Speed
Xun Li, Nicholls State University
Thomas Goldsby, The Ohio State University
Michael Goldsby, Ball State University

Predictors of Entrepreneurial Intention: Influences of Gender Role Orientation
John Palmer, Quincy University
Melissa Griswold, University of Maryville
Pamela Wiewel, Liberty University
Vicky Eidson, Quincy University

Break: 3:30-3:40

Session 6: 3:40-5:00

Room A

Workshop: The Entrepreneur's Guide to Creating Positive Employee Relations
Cindy Strickler, University of Louisiana at Monroe

Room B

Workshop: Marketing Your Small Business Using Social Media - The Creation and Marketing
of AdoptAShelter
Leslie Toombs, Texas A & M University Commerce

Friday, Oct 4

Session 7: 8:00-9:20

Room A

Workshop: Data Mining
Stephen Jones, Arkansas Tech University

Room B

Workshop: Advance Business Modeling-Replacing the Business Plan As A
Teaching Tool
Daniel Scott, University of South Florida St. Petersburg
William Jackson, University of South Florida St. Petersburg
Mary Jo Jackson

Session 8: 9:20-10:30

Room A

Advertising Attitudes of Small Business
Henry Cole, University of Louisiana at Monroe
Eugenie Goodwin, University of Louisiana at Monroe

Integration in Start-ups: Realizing and Understanding Differences
Nina Krey, Louisiana Tech University
Cedric Mbanga, Louisiana Tech University

An Examination of Social Media Policy Use At US Small Businesses
Donna Luse, University of Louisiana at Monroe

Break: 10:30-10:40

Session 9: 10:40-12:00

Room A

Workshop: Creative Problem Solving-Teaching Our Entrepreneurship
Students to Be Creative Thinkers
Nathan Schwagler

Room B

Workshop: Using Creative Methods to Develop the Business Model
Claire Stammerjohan, University of Louisiana at Monroe

Lunch in the Courtyard-12:00-1:30
