2009 HBCU FACULTY CONFERENCE ON Entrepreneurship

June 24\textsuperscript{TH} – 26\textsuperscript{TH}, 2009
PRIME TIME FOR ENTREPRENEURSHIP EDUCATION:
MINDSET, PRACTICE, AND THEORY

PROGRAM AND ABSTRACTS

Howard University
Armour J. Blackburn University Center
2397 Sixth Street, Northwest
Washington, DC 20059
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Greetings:

The Howard University family extends a warm welcome and greetings to each of you on the occasion of the Institute for Entrepreneurship, Leadership & Innovation’s (ELI) *Fifth Annual HBCU Faculty Conference on Entrepreneurship*. The University is proud to host this important event and to take part in igniting your imagination.

Howard University is proud of its distinguished heritage, of more than one hundred and forty-two years of inspiring greatness in others. Through the creation and establishment of the ELI Institute in 2003, Howard University continues to demonstrate its commitment to excellence in teaching and learning. The ELI Institute has proven to be an effective champion of interdisciplinary entrepreneurship education at Howard.

This conference, like so many activities on our campus, aims to fuel your ambition. The persons gathered on this occasion are here to share, connect and explore innovative entrepreneurial educational initiatives. It is my sincere hope that the information and insight you obtain here will prove to be an invaluable springboard to your promoting greater knowledge of the exploration of pioneering ideas relative to new creations. I challenge each of you to boldly commit to the awesome charge of exposing your students to ground-breaking entrepreneurial thought that will aid them in continuing on the path of leadership.

We applaud the ELI Institute and each participant of the *Fifth Annual HBCU Faculty Conference on Entrepreneurship*. Howard University is truly grateful to ELI for upholding our motto, Veritas et Utilitas (truth and service). Let us continue to advance a progressive agenda for our community.

Please accept our best wishes for a productive conference.

Sincerely,

Sidney A. Ribeau
President
This event was created to encourage HBCU’s to prepare their students to take advantage of entrepreneurial opportunities. This is accomplished through HBCU faculty introducing concepts of entrepreneurship into the courses and taking a leadership role in infusing such thinking into the broader curriculum on their campuses. During the conference, HBCU faculty are invited to participate and discuss ways to develop and implement programs, raise awareness and involvement of the activities on their campuses and develop and expand course offerings and co-curricular activities.

Howard University's Vision
Howard University is a comprehensive research university, unique and irreplaceable, defined by its core values, the excellence of all its activities in instruction, research and service, and by its enduring commitment to educating youth, African Americans and other people of color in particular, for leadership and service to our nation and the global community.

The ELI Institute’s Mission
To provide the skills, tools and orientation required for entrepreneurial development and success in African American and minority communities with particular emphasis upon the provision of educational opportunities for our stakeholders.

Howard University was selected as a Kauffman Campus site in a nationwide competition to develop an entrepreneurial climate across campus. The program seeks to transform the way entrepreneurship is taught and experienced so that any student, regardless of their field of study, will have the opportunity to participate. With matching support from Howard University and other partners, the Entrepreneurship, Leadership and Innovation Institute (ELI), was created and has worked diligently to enhance existing programs and establish new ones in four major focus areas: academic programs; research; business and community development; and entrepreneurial thought.

“Through the creation and establishment of the ELI Institute in 2003, Howard University continues to demonstrate its commitment to excellence in teaching and learning. The ELI Institute has proven to be an effective champion of interdisciplinary entrepreneurship education at Howard.”

- Sidney A. Ribeau
  President, Howard University
From the Desk of the Executive Director

June 24, 2009

Greetings!

It is my pleasure to welcome all of you to the ELI Institute’s Fifth Annual HBCU Faculty Conference on Entrepreneurship at Howard University.

In our White House, we are fortunate to have a new President, who understands and is excited about free enterprise development. He believes that jobs are best created not by government, but by businesses and entrepreneurs who are willing to assume the risk of new venture development. Further, he believes that our role is not to disparage wealth, but to expand its reach; not to stifle the market, but to strengthen its ability to unleash the creativity and innovation that still make this nation the envy of the world.

The growth and importance of the entrepreneurship education discipline within our colleges and universities underscores the rise of the entrepreneurial phenomena and the expanding role it plays in the nation’s economy. We are creating an “entrepreneurial mindset” that will provide our students with the necessary tools and ability to unleash their creativity and innovation.

As a member of the entrepreneurship development community, I am excited by about the expansion of our discipline, the reflected growth of this Conference, and its prevalence through the active participation of the over 70 HBCU’s since its inception.

We are extremely pleased that you and your institution have chosen to participate in this important activity. This forum will provide all present an opportunity to share individual experiences, ideas and thoughts on infusing entrepreneurial teaching and behavior in an institute’s culture.

We wish to extend special thanks to the Kauffman Foundation for their continued support and leadership in the expansion of entrepreneurship education.

Again, welcome to the Annual Faculty Conference and I hope you gather valuable information to utilize for continued success.

Best Wishes,

Johnetta B. Hardy
Executive Director
1:30 pm -2:30 pm  
Session I  
“STATE OF MINORITIES IN ENTREPRENEURSHIP”  
Panel Chairperson: Dean Janette L. Dates, Ph.D.  
“MINORITY AND FEMALE ENTREPRENEURSHIP: RESEARCH STATUS AND CHANGES OVER ALMOST TWO DECADES”  
Pat Roberson-Saunders, Ph.D.  
Johnson C. Smith University  
“ENTREPRENEURSHIP, RIASEC AND GENDER: IMPLICATIONS FOR RECRUITING MINORITIES INTO SMALL BUSINESS”  
Paul G. Wilhelm, Ph.D.  
And  
Jana Wilhelm, MBA, CPA  
Kentucky State University  
Forum Room

2:30 pm -2:39 pm  
Break/Transition

2:40 pm – 3:30 pm  
“ENTREPRENEURS AS CHANGE AGENTS”  
GREGORY FAIRCHILD, PH.D.  
Associate Professor, University of Virginia  
Forum Room

3:30 pm - 4:30 pm  
Session II  
“FAMILY BUSINESS ENTREPRENEURSHIP”  
Keanon Alderson, Ph.D. Candidate  
California Baptist University  
“INVENTORY METHOD COMPARISON”  
Julia Blockberger, MBA, CPA  
Central State University  
Forum Room

5:00 pm - 6:30pm  
Reception  
Galleria Lounge
THURSDAY

7:30 am – 8:00 am
Continental Breakfast
Room 148-150

8:00 am – 8:15 am
Announcements

Eldridge R. Allen
Associate Director, ELI Institute
Room 148-150

9:30 am - 10:30 am
Session III
“MORAL ENGAGEMENT AND SOCIAL ENTREPRENEURSHIP: A CONCEPTUAL MODEL”
Constant D. Beugre, Ph.D.
Delaware State University

“TEACHING SOCIAL ENTREPRENEURSHIP AT HISTORICALLY BLACK COLLEGES AND UNIVERSITIES: IMPLICATIONS FOR THE FUTURE”
Andrea N. Johnson, Ph.D.
North Carolina A&T State University
Forum Room

10:30 am – 10:40 am
Break

10:40 am – 11:40 pm
“BLACK ENTREPRENEURSHIP: FORMAL VERSUS INFORMAL ECONOMY EXPLOITATION”
Micah E. S. Crump, Ph.D.
Assistant Professor, Howard University
Room 148-150

11:45 pm – 12:30 pm
“MINORITY HEALTH & WELLNESS ENTREPRENEURSHIP: PRESENT REALITIES AND OPPORTUNITIES”
Goulda Downer, Ph.D., RD, LN, CS,

National Minority AIDS Education & Training Center
Forum Room

12:30 pm – 1:30 pm
Lunch with Ideas and Innovation
“HBCUs: THE ECONOMY, ENTREPRENEURSHIP & EDUCATION”
Leonard Haynes III
Executive Director, White House HBCU Initiative

SMART PIECE BY SMART TANK, LLC PH.D.
Charlie Bingham & Howard Cheng
Howard School of Law
Galleria Lounge

1:30 pm-2:15 pm
“TEACHING THE BASICS OF ENTREPRENEURSHIP COURSE: WAYS AND MEANS”
James Rada, Ph.D.
2009 Experiential E’ship Teaching participant
Room 148-150

2:25 pm – 3:15 pm
“DESIGNING EFFECTIVE WRITING ASSIGNMENTS FOR ONLINE CLASSES: EXAMPLES OF SOME LIMITED SUCCESSES”
Frank Martin, Ph.D.,
Southern University of New Orleans
Room 150

3:30 pm - 5:30 pm
“ADDING VALUE: ENTREPRENEURSHIP EDUCATION AND PRACTICE”
Group Breakout Sessions
Room 148-150

7:00 pm – 9:00 pm
Dinner TBA
**Friday**

7:30 am – 8:30 am  
**Continental Breakfast**  
Room 148-150

8:30 am – 8:35 am  
**Announcements**  
Forum Room

8:40 am – 10:00 am  
**“Entrepreneurship Pedagogy: The Timmons Model”**  
Heidi Neck  
(Jeffery A. Timmons, Professor of Entrepreneurial Studies, Babson College)  
Forum Room

10:00 am – 10:45 am  
**“Practice Sessions: Brainstorming Ideas to Teach Various Courses Using the Timmons Model”**  
148-150

10:45 am – 11:00 am  
Break

11:00 am – 12:15 pm  
**“How to Get the Buy-In”**  
Gwynette P. Lacey, Ph.D.  
Howard School of Business  
Auditorium

12:30 pm – 1:45 pm  
**Lunch with Group Presentations & Reports**  
Galleria Lounge

1:45 pm – 2:15 pm  
**Debriefing and Evaluations**  
Dr. Anestine Theophile-LaFond  
Conference Coordinator  
Forum Room

2:15 pm – 2:30 pm  
**Next Steps & Closing Remarks**  
Johnetta B. Hardy  
Executive Director, ELI Institute  
Forum Room
Leonard L. Haynes, III

Leonard L. Haynes, III was named executive director of the White House Initiative on Historically Black Colleges and Universities (WHIHBCU) in October 2007, by the then secretary of education with the support of the White House, to implement Executive Order 13256. As executive director of WHIHBCU, Haynes is responsible for staffing the President’s Board of Advisors on HBCUs and for implementing the objectives of the presidential executive order that establishes the initiative.

Previously, he served as director of the Fund for the Improvement of Postsecondary Education (FIPSE) in the Department of Education’s Office of Postsecondary Education, acting president of Grambling State University, assistant secretary for postsecondary education, director of academic programs at the United States Information Agency (USIA), senior assistant to the president of American University, executive vice president of the Southern University System, and director of the Office for the Advancement of Public Black Colleges, which represents the nation’s HBCUs that are publicly supported.

Haynes has been a member of the faculties of Southern University, Howard University, and George Washington University, where he taught in the fields of history and public policy. He has published on matters relating to equity and parity for minority populations and their education. In this regard, he is recognized as an expert on the desegregation of public higher education, especially as it impacts public black colleges. He has served as a commentator on both radio and television on education and related topics.

Haynes has also been recognized for making important contributions to advancing the cause of international higher education and the public diplomacy efforts of the United States. He was a member of the United States Observer Delegation to the UNESCO World Conference on Higher Education in 2003 and was a principal member of the United States Delegation to the 50th Anniversary AMIDEAST Conference in 2002 in Marrakech, Morocco. In 1992, he led the U.S. Delegation to the North American Talks on Higher Education Cooperation involving Canada, Mexico, and the U.S., held at the Johnson Foundation in Wisconsin, which resulted in the creation of the Program for North American Mobility in Higher Education. As assistant secretary for postsecondary education, Haynes helped establish the academic mobility program between the U.S. and the European Community, now known as the "EU-U.S. Atlantis Program," which creates international dual degrees in higher education.

Haynes earned a bachelor’s degree in history from Southern University, a master's degree in American history from Carnegie-Mellon University, and a doctorate in higher education administration from the Ohio State University. He was a principal at the former Council for Excellence in Government and has been the recipient of numerous recognitions and honors for making positive contributions in advancing the cause of education and the common good. Haynes is the recipient of 12 honorary degrees, including one from the Ohio State University.
Gregory B. Fairchild, Ph.D.

- Associate Professor of Business Administration
- B.S., Virginia Commonwealth University
- M.B.A., University of Virginia; M.Phil., Ph.D., Columbia University

Associate Professor of Business Administration Gregory B. Fairchild has a Ph.D. and M. Phil. from Commonwealth University, an MBA from the Darden School, and a B.S. in from Virginia Commonwealth University. His empirical and practical research attempts to answer challenging societal and economic questions about how firms create value, especially in settings that might otherwise be overlooked. To that end, he is the author of a number of teaching case studies that examine entrepreneurship and finance in underserved markets domestic and abroad. He is currently working on a multi-year project to examine the field of community-development finance funded by a research grant from the John D. and Catherine T. MacArthur Foundation. Fairchild teaches strategic management, entrepreneurship and ethics in Darden’s MBA and executive education courses. He has received a number of awards for teaching excellence at The Darden School, including being selected by the graduating class to be a Faculty Marshall. Before joining the Darden faculty in 2000, Fairchild taught at Columbia University. He worked for many years in marketing positions at Procter & Gamble; Kraft General Foods, and Saks Fifth Avenue.

Dr. Pat Roberson-Saunders, Ph.D.

- Professor of Management
- Department Chair for Business and Economics at JCSU
- BB&T Endowed Professor in Free Enterprise and Capitalism

Dr. Pat Roberson-Saunders is Professor of Management and Chair of the Department of Business Administration and Economics at Johnson C. Smith University (JCSU). She also holds the BB&T Endowed Professorship in Free Enterprise and Capitalism. Prior to joining JCSU in August 2007, Dr. Saunders was for more than 20 years a member of the faculty of the Howard University School of Business. At Howard, she taught the first course in entrepreneurship and served as the first Director of the Entrepreneurship Program (the precursor to ELI). For several years, she also developed and managed sponsored programs the provide management training for small business executives. Dr. Saunders became the first female to have achieved the rank of full professor in the history of the Howard University School of Business and retained that distinction through the time of her retirement in 2007. Her research focus over the last 20 years has been in the area of minority and female entrepreneurship and small business management. She has been a fellow of the United States Association for Small Business and Entrepreneurship since 2004.
Heidi Neck, Ph.D.

- Jeffry A. Timmons Professor of Entrepreneurship at Babson College
- Ph.D. in Strategic Management and Entrepreneurship, University of Colorado
- MBA, University of Colorado, Boulder; B.S. Marketing, Louisiana State University

Heidi Neck is the Jeffry A. Timmons Professor of Entrepreneurial Studies at Babson College. As Faculty Director of the Babson Symposium for Entrepreneurship Educators (SEE), she passionately works to improve the pedagogy of entrepreneurship education because new venture creation is the engine of society.

Professor Neck’s research interests include social entrepreneurship, corporate entrepreneurship, and creativity. She has published numerous book chapters, research monographs, and refereed articles in such journals as Journal of Small Business Management, Entrepreneurship Theory & Practice, and International Journal of Entrepreneurship Education. She is on the editorial board of Entrepreneurship Theory & Practice and Academy of Management Learning & Education.

Heidi Neck completed her Ph.D. in Strategic Management and Entrepreneurship from the University of Colorado at Boulder. She holds a B.S. in Marketing from Louisiana State University and an M.B.A. from the University of Colorado, Boulder. Professor Neck teaches entrepreneurship at the executive, MBA, and undergraduate levels, and consults small businesses.

John Sibley Butler, Ph.D.

- Professor of Management and Sociology
- Director of The IC² Institute
- Director of The Herb Kelleher Center for Entrepreneurship Growth and Renewal

John Sibley is Professor of Management and Sociology at The University of Texas at Austin. His research areas are in Organizational Science (job satisfaction, organizational commitment, organizational structure, race and organizations, gender and organizations) and New Venture Development (Regions and entrepreneurship, wealth creation and entrepreneurship, the history of regions and entrepreneurship, the entrepreneurial process, immigrant and minority entrepreneurship, Black Entrepreneurship and the why of entrepreneurship). He teaches organizational science and new venture development. He has been Chair of the Department of Management and the Department of Sociology. He holds the Herb Kelleher Chair in Entrepreneurship and Small Business and is the Director of the Herb Kelleher Center for Entrepreneurship. He is also Director of the IC² Institute, which is concerned with studying market economies and solving unstructured problems of market economies.
Goulda A. Downer, PhD, RD, LN, CNS

- Principal Investigator and Executive Director, National Minority AIDS Education Training Center, Howard University College of Medicine
- Assistant Professor, Howard University College of Medicine
- Adjunct Nutrition Faculty, George Washington University

Goulda Downer is tasked with building the capacity of clinicians and AIDS Serving Organizations as well as faculty of HBCU campuses nationwide to reduce health disparity by strengthening their ability to provide culturally competent quality care for ethnic, racial and diverse minorities diagnosed with HIV/AIDS. The NMAETC focuses on clinical training, adherence, cultural competency, management of HIV complications, antiretroviral management issues that affect hard to reach populations and advances in drug therapy, as well as technology and treatment within the context of clinical care.

Dr. Downer holds appointments as Assistant Professor in the College of Medicine at Howard University, Adjunct Nutrition Faculty in the School of Public Health and Health Services, Exercise Science Program at George Washington University. In addition, she also provides consulting nutrition expertise to the Department of Justice (DOJ), United States Agency for International Development (USAID) and provides expert training to DC superior Court Judges and Legal advocates on Strategies to identify and address Child Malnutrition and Neglect.

She is involved in several international efforts designed to assess the impact of food aid and food security on the health and nutritional status of country participants in Sub-Saharan Africa including South Africa, Kenya, Zambia, Uganda, Mozambique, Nigeria, and Ethiopia and is a recognized expert in this field. Dr. Downer is also the recipient of a grant from the Ford Foundation to develop an innovative clinical preceptorship program for Caribbean clinicians who are interested in honing their skills in HIV diagnosis, treatment, care and support.

Before Joining Howard University, she was Assistant Clinical Professor and Director, Public Health Nutrition Services in the Department of Pediatrics, Child Development Center, at Georgetown University Medical School. She was also the former Director of Medical Education for the National Organization on Fetal Alcohol Syndrome (NOFAS); she developed a curriculum and coordinated the teaching of this course at Georgetown University Medical School.
Minority and Female Entrepreneurship: Research Status and Changes over Almost Two Decades
Pat-Roberson-Saunders, Ph.D., Johnson C. Smith University

The literature on minority and female entrepreneurship has fundamentally followed four streams: economic, psychological/demographic, organizational management, and sociological. Employing this framework, this presentation seeks to summarize the academic literature on minority and female entrepreneurship over roughly two decades with respect to methodology and closing of gaps. Directions for future research will be discussed.

Entrepreneurship, RIASEC and Gender: Implications for Recruiting Minorities into Small Business
Paul G. Wilhelm, Ph.D. & Jana Wilhelm, M.B.A., CPA, Kentucky State University

Understanding occupational psychology, entrepreneurship and gender differences helps develop an improved vision of small business management. The relationship of Holland’s theory of vocational personalities and work environments to both the Carland, Carland, and Hoy entrepreneurship measure, as well as the four John B. Miner entrepreneurship dimensions, were tested and discussed. Holland’s enterprising, social and artistic dimensions, as well as the Carland et al scale have been found to be very significantly correlated with Miner’s composite Alternative Complex Entrepreneur. Gender differences were minimally significant in terms of correlations but significant using stepwise regression for the Miner scale. Gender differences were found for each of six Holland RIASEC dimensions. We discuss the implications for a new vision of management that facilitates entrepreneurship amongst minorities and women.

Moral and Social Entrepreneurship: A Conceptual Model
Constant D. Beugré, Delaware State University

The present paper develops a model of moral engagement to explain social entrepreneurs’ motivation. The fundamental premise of the model is that three deontic principles, moral outrage, moral obligation, and personal responsibility influence social entrepreneurs’ motivation to start social ventures. The paper uses the examples of two social entrepreneurs, Mohammad Yunus of the Grameen Bank and 2006 Nobel Peace Laureate, and Victoria Hale of OneWorldHealth Institute to illustrate model of moral engagement. The model’s implications for research and management practice are discussed.
Teaching Social Entrepreneurship at Historically Black Colleges and Universities: 
Implications for the Future

Andrea N. Johnson, Ph.D., North Carolina A&T

Social entrepreneurship has always been a part of the African American community. Although not always referred to as social entrepreneurship, businesses that create social value in the African American community have always existed. In order to continue the tradition of creating social value within this community, educational institutions such as

Historically Black Colleges and Universities must lead the effort in educating future generations. This presentation focuses on the development and implementation of an Introduction to Social Entrepreneurship course for students at North Carolina Agricultural & Technical State University. The primary goals of this course are to introduce students to basic concepts associated with social entrepreneurship, assist students in developing a basic understanding of how organizations are created, maintained, and structured, and increase students’ awareness of how social entrepreneurs assess their success in terms of the impact they have on society. Implications for future courses will also be discussed.

Family Business Entrepreneurship

Keanon Alderson, MBA, Ph.D. Candidate, California Baptist University

The family business is the most prevalent form of business organization, accounting for approximately 90% of all businesses in the United States, Canada, and Europe. Women, African Americans, and Hispanics are increasingly starting new businesses, most of which will be family businesses. Recent research has shown family businesses have a higher return on investment than their non-family counterparts. The relatively recent scholarly domain of family business research is under the umbrella of entrepreneurial management. The literature will be reviewed, as well as some preliminary information from the author’s dissertation regarding family business decision making.
Inventory Method Comparison

Julia Blockberger, MBA, CPA, Central State University

One of the most important choices faced by an entrepreneur is the choice of which off the shelf accounting package to use in setting up the accounting system. This abstract is a practical comparison of inventory methods: QuickBooks uses only average costing; Peachtree provides choices of First-In First-Out (FIFO), Last-in First-Out (LIFO), Weighted Average, and Specific Identification. Which product would be best for a business organization that needs inventory tracking? What is the effect of selling an inventory item before receiving the item? The accounts affected are inventory, cost of goods sold, gross profit calculation, net income and retained earnings. What should the business owner do if the accountant demands that the owner use only QuickBooks? Do you fire the accountant?

Black Entrepreneurship: Formal versus Informal Economy Exploitation

Micah E. S. Crum, Ph.D., Howard University

This exploratory study examines formal and informal economy exploitation to better understand the disparity in the entrepreneurial founding rates between black and white entrepreneurs. The conceptual discussion explores pre-theoretical relationships for various black entrepreneurship topic areas that might facilitate better research and understanding of black entrepreneurship. The discussion draws on knowledge from the broader management, entrepreneurship, and sociology literature that is currently available on black entrepreneurship; and that highlight peculiarities on the subject in that literature. Certain factors are identified that may lead to the under representation of blacks in formal economy exploitation, while also leading to their overrepresentation in informal economy exploitation. Exploratory propositions based on the suggested relationships are presented for future research. Also presented and discussed are research questions that remain unanswered in the literature on black entrepreneurship. Finally, a research model for black entrepreneurship is also proposed and discussed.

Designing Effective Writing Assignments for Online Classes: Some Limited Successes

Frank Martin, Ph.D., Southern University of New Orleans

Writing-Across-the-Curriculum (WAC) literature stresses the importance of designing effective writing assignments, especially in writing intensive courses. Effective online courses by their very nature have to be writing intensive, considering the fact that a discussion board is a must for an effective online course. We should have some standards for even discussion board writing. Furthermore, the online environment lends itself to crafting various types of writing assignments. This paper (1) discusses some principles and guidelines for designing effective writing assignments face-to-face (FTF) as well as online and (2) shares results from writing assignments in online classes in the principles of economics over several semesters.
## Directory of Participants

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Ursula Robinson
South Carolina State University, Associate Professor of Theatre

“After participating in the conference, I was excited and inspired to complete the necessary work to legitimize my own business. I began consultation with the Small Business Center on the South Carolina State University campus and began the process of creating a legitimate organization. I attended a workshop and included my students in the workshop experience.

I also included entrepreneurship skills and exploration in one of my classes. The students attended a workshop and then learned some entrepreneurial skills in the classroom. I am presently discussing some of the ideals of entrepreneurship with my theatre majors in my Seminar in Drama class. This class is geared towards preparing students to enter the field of theatre, television, and film. Actors are entrepreneurs in that they are creatively marketing and selling their talents and skills. I am teaching my students how to approach this art form as a business and how to be honest and creative in their approach.

I appreciated the conference because it inspired me so much that I was motivated to push beyond my level of comfort. I was familiar with some entrepreneurship ideals from the entrepreneurship intuitive instituted by my church but the conference gave me so much more exposure and inspiration.

Carlene Cassidy
Anne Arundel Community College, Director, Entrepreneurial Studies Institute

The Howard University Faculty Conference on Entrepreneurship was very informative and well organized. After the conference Anne Arundel Community College moved forward with several initiatives we had on our original plan including creation of an associate’s degree in entrepreneurship as well as three certificates in entrepreneurship (one general, one for culinary, and one for construction management). We have also opened our small business resource center that contains a reference library, meeting space, and four office cubicles with new Dell computers that are loaded with relevant software and provide Internet access. In adjacent space we have a student business incubator which is home to four student owned businesses.

Projects we added to our plan as a result of information we learned at your conference include hosting a student business expo twice a year as part of our Best of Business competitions, creating an enrichment program in entrepreneurship at a local middle school which has a higher percentage of low performing students (amazing results!), proposing an entrepreneurial high school program modeled after your “crushed ice” program, creating multiple youth summer camps (including scholarship opportunities), teaching STEM entrepreneurship to 9th graders at the county’s STEM Magnet high school, and formalizing articulation agreements with four year colleges and universities.

In summary – we have made incredible progress with implementing our plan and meeting the needs of aspiring entrepreneurs. We chose to accelerate our experiential learning opportunities and our outreach to youth entrepreneurs following the Howard University Faculty Conference. Thank you for hosting this informative and productive event.
Meet the ELI Institute Staff

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