
NEWSLETTER - Summer 2004

This month's articles:

[Update from the President](#)

[2004 CCSBE Conference Update](#)

[Call for Papers – 2004 Conference](#)

[Comments from the Managing Editor – JSBE](#)

[2004 Canadian College and University Entrepreneur Award Winner](#)

[News from the Prairies](#)

[News from Quebec](#)

[News from Atlantic Canada](#)

Update From the President

When I accepted the position of president, I set three goals for myself for my term: (i) to develop a French website for CCSBE/CCPME, (ii) to conduct a membership drive to increase membership, and (iii) to develop a strategic plan. Two out of three is not bad.

Thanks to Jean Marie Nkongolo-Bakenda, Vice President Communications, we have a fully operational French version of our website at http://www.ccsbe.org/index_fr.htm. We also need to thank Ann McGrath and Dwight Robar who got the site up and running and are maintaining it and the English site, as well as the JSBE site.

Thanks to Annette St. Onge and her committee's hard work we have a new brochure and are ready to begin a concerted membership drive. We need to give special thanks to Sharon Hughes-Geekie, Executive Director of the Women's Enterprise Society of British Columbia and CCSBE/CCPME Director for B.C. She and her staff, particularly Jennifer Grover, produced the brochure from the text developed by Annette and her committee.

We have not worked on the strategic plan partially because we have found that the plan prepared by Teresa Menzies when she was President is still appropriate and have been implementing it. The French website, the new brochure, and the membership drive were all identified as critical activities. Teresa secured some financial assistance from the International Council for Small Business (ICSB) to do these three things and we have been utilizing that money.

Finally, I would like to personally urge you to attend the CCSBE/CCPME Conference this November in Regina. I realize that Regina in November may not be everyone's first choice (yes, it might be cold) but for a variety of reasons it was the best location for 2004. Now we need your help to make the conference a success. Please consider submitting a paper and/or symposium and whether you submit or not, please attend. You won't be disappointed.

Bob Anderson
President

[Top](#)

**Entrepreneurship and Economic Development:
Innovation, Opportunity and Capacity**
**The 21st Annual Conference of the Canadian Council for Small Business &
Entrepreneurship/Le Conseil canadien des petites et moyennes entreprises
et de l'entrepreneuriat**

<http://www.ccsbe.org/2004/index.htm>

Regina, Saskatchewan
November 12 and 13, 2004

By Jim Mason
Conference Chair

The 21st annual national conference of the Canadian Council for Small Business & Entrepreneurship (CCSBE-CCPME) is being held in Regina, November 12 to 13, 2004. Full information on the conference is now available on the CCSBE website (see link below). If you have not attended a CCSBE Conference, it is a wonderful opportunity to meet others in the field of entrepreneurship and share ideas. A big part of that sharing is focused on research by practitioners and academics alike. Take a moment to access the website and learn how you can register for the conference.

Join us in Regina for an interesting program, to catch up with colleagues, meet new friends, and experience a lovely city with super natural scenery and activities. We look forward to being your hosts.

Hope to see you in Regina in November. Register early at a discounted rate:
<http://www.ccsbe.org/2004/index.htm>

[Top](#)

SECOND CALL FOR PAPERS AND WORKSHOPS/SYMPOSIA

The theme of the Canadian Council for Small Business & Entrepreneurship/Le Conseil canadien des petites et moyennes entreprises et de l'entrepreneuriat (CCSBE/CCPME) 2004 Annual Conference is "Entrepreneurship and Economic Development: Innovation, Opportunity and Capacity". The conference will be held November 12 and 13, in Regina Saskatchewan, at the Hotel Saskatchewan.

We invite submissions that explore either or both of the elements of this theme; that is, (i) the relationship between entrepreneurship and economic development, and (ii) the role that innovation, opportunity and capacity play in entrepreneurship. We suggest the work of Michael Morris as set out in *Entrepreneurial Intensity: Sustainable Advantages for Individuals, Organizations and Societies* (Morris 1998) as the starting point for the first element. He says "entrepreneurship is a universal construct that is applicable to any person, organization (private or public, large or small), or nation" and that "an entrepreneurial orientation is critical for the survival and growth of companies as well as the economic prosperity of nations" (Morris, 1998, 2).

One need look no further than the classic work of Peter Drucker (1985), *Innovation and Entrepreneurship*, to frame the second element—innovation, opportunity and capacity. Drucker says that entrepreneurship is a process that involves the recognition of opportunity and the application of technology, "especially the tools and techniques of management, the most important technology developed in the 20th Century" (Drucker 1985, 45), to convert such opportunities into viable ventures. He argues that the capacity to do both of these things

(identify opportunities and convert them into viable ventures) can be acquired. A person need not be borne an entrepreneur, nor must a particular group be entrepreneurial from the outset in order to 'do entrepreneurship'.

The theme with its two sub-elements offers ample scope for submissions from all of CCSBE/CCPME constituencies—government policy and program people, service providers/practitioners, educators, and academic researchers. Together we can explore questions such as

1. What is the state of the academic debate on the relationship between entrepreneurship and economic development?
2. What is the view of those charged with developing public policy on this relationship and how is this reflected in the resulting programs?
3. Do these policies and programs address the capacity building issues identified by service providers/practitioners?
4. What does each of these groups have to say that can inform the work of the others?
or,
 1. What are the views of service providers/practitioners and researchers on opportunity identification and evaluation,
 2. What can they learn from each other, and
 3. How can educators transmit this knowledge in order to build capacity?

These questions are just examples, opportunities abound. We also see the potential for 'sub-themes' that involve both elements of the overall theme and all constituencies; for example, Aboriginal economic development, rural revitalization, responses to the fisheries crisis, responses to economic restructuring (e.g. the loss of manufacturing activity) and so on. While we welcome individual submission on these sub-themes, we are also interested in panel or symposium submissions addressing these or other topics consistent with the overall conference theme. We welcome submissions from outside Canada. They enrich the discussion providing new perspectives that can challenge and inform current policies, programs and practices.

In addition to general submissions, we particularly invite papers and symposia that focus on youth, gender and/or Aboriginal issues. While we expect that these submissions will fall into one or more of the generic CCSBE/CCPME tracks of research, education and/or outreach practice, we will simultaneously schedule them as topic tracks.

For further information see the conference website at <http://www.ccsbe.org/2004/index.htm>

PAPERS

Original manuscripts of either a conceptual or empirical nature that are the result of scholarly activity and which contribute to the field and practice of entrepreneurship will be considered. We are especially looking for authors to go beyond description and include propositions for theory building or clear links to theory development based upon solid empirical work. Papers must not have been published or presented elsewhere. To be in the Proceedings, papers must conform to the format and submission guidelines of the Journal of Small Business and Entrepreneurship, the CCSBE Journal (www.jsbe.com). The only deviation from JSBE Guidelines is that papers should be submitted electronically to Eric Morse at the address below.

All papers will be blind reviewed by two reviewers. Best Paper Awards will be given in several categories and winners will be given the opportunity to fast track their papers for JSBE publication. Please submit papers to Eric Morse by July 31, 2004

Eric A. Morse
Richard Ivey School of Business

1151 Richmond St. N.
London, ON N6A 3K7
519-661-4220 Ph
519-850-2337 Fx
emorse@ivey.uwo.ca

WORKSHOPS/SYMPOSIA

Workshops/symposia can vary in length and may take the form of a seminar, small group discussion/dialogue, hands on activities, or other creative approaches. Proposals should include

- A cover page including a short title describing the content and focus of the session as well as the names, affiliation, complete - addresses, telephone & fax numbers as well as email addresses of the presenters.
- A 1-2 page description of the session: statement of purpose, discussion of how the proposed activities will fulfill the purpose of the workshop, and an indication of how the session is linked to the conference theme.
- A 120 word (or less) abstract to be used in the conference program if the proposal is accepted.
- Session details including: proposed audience, length of workshop, special equipment or room requirements.

Please submit an electronic copy of workshop/symposia proposals to Jim Mason by July 31, 2004.

Jim Mason
Faculty of Administration
University of Regina
Regina, SK S4S 0A2
James.Mason@uregina.ca

[Top](#)

Journal of Small Business and Entrepreneurship Comments from the Managing Editor

By Robert Anderson, Managing Editor
Journal of Small Business & Entrepreneurship

The Journal for Small Business and Entrepreneurship continues to flourish. Volume 17, Issues 2 & 3 was published in 2004. In 17(3) we increased the number of papers to five and will continue with this number in the future. This is a reflection of the sharp increase in the number of submissions we are receiving.

The journal has successfully been reviewed the Journal of Economic Literature. As a result it is now included in the EconLit Index of top economic journals. The JSBE is also under review for inclusion in the Social Science Citation Index, the premiere index in the field.

Beginning with 17(4), we will include a new section in the journal which will be oriented toward practitioners. Volume 17(4) will be circulated at the CCSBE/CCPME Conference in Regina in November and there will be a journal session at which we will seek feedback on this new section.

Finally, we are in the process of applying for funding for the Journal from the Aid to Research and Transfer Journals Program through the Social Sciences and Humanities Research Council (SSHRC). If successful, the money will be used for a campaign to increase subscription levels and to develop an on-line version of the journal.

[Top](#)

2004 Canadian College and University Entrepreneur Award Winner

MODEL MOGUL CAPTURES NATIONAL AWARD

The Canadian Council for Small Business and Entrepreneurship (CCSBE-CCPME) has announced the 2004 winner of the Canadian College and University Entrepreneur Award (CCUEA).

Benjamin Barry, founder of Ben Barry Agency Inc. (www.benbarry.com) in Ottawa, Ontario, was selected from a diverse group of applicants from across the country as Canada's top undergraduate entrepreneur. Ben Barry Agency Inc. is a talent management company engaged in the business of scouting, managing, and securing engagements for its models, actors and hosts within the fashion, advertising and entertainment industries. The Ben Barry Agency makes a positive impact on society by diversifying representations in the media and also by reaching out and opening up media careers for marginalized communities.

In addition to running a successful business, Mr. Barry has just completed his junior year at the University of Toronto (Trinity College) majoring in management and political science. It is a combination of Ben Barry's business savvy, determination and social conscience that makes him an innovative leader. He is active in the university community as a member of the Trinity College Running Club, the University of Toronto Entrepreneurship Club, and as a fashion reporter for the University Student Press.

As the winner of the Canadian College and University Entrepreneur Award, Mr. Barry will be honored and presented with a cash prize of \$2,000 CDN at the Canadian Council for Small Business and Entrepreneurship's Annual Conference on November 12 & 13, 2004 in Regina, Saskatchewan. As Canada's regional winner, Mr. Barry's application will be advanced to the Global Student Entrepreneur Award (GSEA) where he will be competing for the North American title and a cash prize of \$10,000 USD. The Global Student Entrepreneur Awards' Annual Conference is scheduled to be held on November 4 – 6, 2004 in Chicago, Illinois.

Ben Barry has received much acclaim and distinction for his success and integrity in the fashion industry. He has won several prestigious awards such as being named Youth Entrepreneur of the Year by CIBC. Barry was also featured as one of twenty teens "Who Will Change the World" by People Magazine and was profiled in McLean's Magazine in a special feature entitled "Leaders of Tomorrow". He has made guest appearances on The Oprah Winfrey Show, Fashion Television, and Toronto Life Fashion. Barry has more than 200 men and women on his roster. His models have been featured on MTV and MuchMusic, appeared in the pages of Vogue and Cosmo, and participated in ad campaigns for Nike and Club Monaco.

[Top](#)

News from the Prairies

Sensitizing High School Students to the Small Business Environment: The Experience of the YBI at the University of Regina.

Since 1984/1985, the Faculty of Administration of the University of Regina has organized a simulation competition between Saskatchewan high school students.

The Youth Business Institute (YBI) is co-sponsored by the Faculty of Administration at the University of Regina and the Saskatchewan Chamber of Commerce. YBI provides high school students the opportunity and challenge of running their own business.

The Youth Business Institute allows participants to analyze business forces (price, production, marketing, inventory, etc.) by creating a realistic business simulation where students from throughout Saskatchewan compete against each other in an effort to increase their company's financial strength. By making managerial decisions, facing the consequences of those decisions, and adapting to the competitive environment, students can learn about the dynamic nature of the business world. YBI is a fun and exciting way to teach/learn basic business/accounting/economic concepts including planning and budgeting, temporal considerations, quantitative and qualitative decision-making, logic, and external environment considerations.

YBI offers two competitions annually, one in each of the fall and winter semesters. The top teams from each of the competitions are invited to participate in the YBI Grand Challenge Competition held annually in May at the University of Regina. Top prize at the Grand Competition is \$500 per team member, a gold cup, and bragging rights for being the top team in the province.

YBI sees approximately 300 grade 12 students from across the province competing each year. For further information regarding YBI, please visit their website at www.uregina.ca/admin/ybi or contact Jason Vogelsang, the Coordinator of the YBI at 306-585-4011

[Top](#)

News from Quebec

Laval University hosts the "ASAC"

From June 6 to June 9, 2004, Laval University was the host of the conference of the Association des sciences administratives du Canada (ASAC) / Canadian Business Sciences Association. Approximately 600 researchers, professors and students from all across Canada elsewhere attended this event. 18 presentations were delivered in the Entrepreneurship and Social Affairs Section plus a joined symposium with the Human Resources Management Section. The award for the best presentation was conferred to Erwin Dreessen, David Halabisky and Chris Parsley from Industry Canada for the paper entitled "Les firmes de croissance au Canada, 1985-1999". Etienne St- Jean from l'Université de Trois-Rivières (UQTR) / Trois-Rivières University was awarded for the best presentation in the student category with his paper entitled « Arrêt subit de la croissance chez les gazelles : élaboration d'un cadre d'analyse / Gazelle Sudden Growth Stop: Elaboration of an Analyse Frame".

Let's mention the excellent presentation by Louise Cadieux from the same UQTR, "La phase du désengagement du processus de succession : Une étude de cas faite auprès de cinq (5) entreprises familiales ayant réussi leur premier transfert générationnel / The Disengagement Transition Phase of the succession process : A case study on five family businesses who successfully did the generational transfer." She received a mention with honour. The guest speaker invited by the Entrepreneurship and Social Affairs Section was Pierre-Andre Julien, a world re-known researcher for his numerous contributions to the Entrepreneurship and Small Business area. Mr Julien's presentation was about the complexity, specifically the close and the general environment in entrepreneurship to explain the important differences between winning areas and slow growth or declining areas.

During the annual section meeting, these people were chosen at these positions:

Denis Garand (Laval University) responsible for the section

Mary Han (Ryerson) responsible for the program

Josee Audet (Laval University) responsible for the assessment

Please note members decided not to continue with any distinction between the papers accepted for publication and those for presentation only: All of the accepted papers will be presented and published in the conference acts.

On the whole, this conference was an interesting opportunity to renew contacts with colleagues and to be aware of their most recent research works. Next step: The CCSBE Conference in Regina!

[Top](#)

News from Atlantic Canada

ALLIANCE OF UNIVERSITY BUSINESS DEVELOPMENT CENTRES IN NOVA SCOTIA

The five University Business Development Centres (UBDC) in Nova Scotia: Acadia Centre for Small Business and Entrepreneurship, Centre Jodrey, the Centre for Women in Business, Saint Mary's University Business Development Centre (SMUBDC) and the St. Francis Xavier University Enterprise Development Centre (XEDC), have formed an alliance in order to maximize the use of their resources and their presence as a key player in the development of entrepreneurship in Nova Scotia.

Each of the UBDCs has a unique area of expertise working with entrepreneurs, from starting a venture to maintaining and expanding it. Centre Jodrey offers bilingual service and have considerable experience in exporting. The Centre for Women in Business work with women business owners, while SMUBDC offers a consulting course and service to the business community, utilizing the expertise of the MBA students enrolled at Saint Mary's University. Acadia takes an interesting approach to delivering programs and services with a focus on utilizing the entrepreneurial cycle in assessing and counseling clients regarding business ventures. They also offer an internationally accredited business counseling certification program. The XEDC has developed expertise working in the cultural sector as well as serving their local business community and students. To unite these five separate entities, the alliance has just completed a "branding" exercise that resulted in a new logo and are working on a joint promotional package. This will provide a greater ability to share expertise in business development with entrepreneurs and small business owners throughout Atlantic Canada. The UBDC web page, still in its infancy, can be viewed at www.ubdc.ca.

The new UBDC logo was unveiled on June 17th as part of the 2nd Annual UBDC Conference held at Acadia University in Wolfville, Nova Scotia. The two day event, "Defining Success", was well attended by UBDC staff from each centre, with representation from the Atlantic Canada Opportunities Agency. The conference enabled the UBDCs to share best practices, encouraged the staff to discuss these practices and learn from each other, and led to the development of action items to facilitate creation of collaborative projects and program delivery methods. As well, the committee tasked with developing a method of evaluating the effectiveness of UBDC programs and services presented the measurement criteria they felt would best serve the UBDCs. The suggested criteria will enable each centre, and the UBDC Alliance as a whole, to compile, analyze, and report statistics with a view to revealing the level of success achieved.

Highlights of the conference include the highly entertaining and informative presentations of each centre's best practice, presentations from three clients defining their success in opening and operating a business, and a great evening of Karaoke where many new relationships were forged and hidden talents were exposed. Outcomes of the conference include the strengthening of the UBDC network, the sharing of successful practices and ACOA priorities, and action plans to do more collaborative projects that benefit our clients, both students and small business owners, in the future.

ACSBE Awarded International Contracts

The Acadia Centre for Small Business and Entrepreneurship (ACSBE) has recently been awarded two international contracts that will promote the development and growth of small and micro business in the Asia Pacific Economic Cooperation (APEC) economies.

As a result, members of ACSBE's professional development team will be in Moscow during the month of June to assist The Institute for Entrepreneurship and Investments (IEI) establish the infrastructure necessary to implement the International Small Business Counsellor certification program, APEC-IBIZ.

"This is a significant contribution to Russia's effort to adopt an increasingly entrepreneurial culture as it strives to implement a more market driven economy", says Chris Pelham, Director of ACSBE and Chair of the APEC-IBIZ Professional Standards Committee. "We are very pleased that Canada has accepted our invitation to provide this essential training to our officials," says Veniamin Kaganov, Executive Director of IEI. "Canada and ACSBE are recognized as world leaders in the professional development of Small Business Counsellors."

ACSBE has also been awarded a contract by the APEC Education Foundation for the development of a program advocating the proper use of information communication technology in rural micro businesses throughout the APEC region. The program will be developed in conjunction with the Korea Management and Technology Consultant Association (KMTCA), chaired by Dr. Yang Ho Park, and will be delivered by the international network of small business counsellors known as APEC-IBIZ.

"I am very pleased to be associated with the Acadia Centre for Small Business and Entrepreneurship," says Dr. Kyeong Seok Han, Director of KMTCA and Professor, Department of Management, Soongsil University. "They [ACSBE] have demonstrated international leadership in the area of small business development and professional training."

As part of the Korean-Canadian partnership, a delegation of South Korean business counsellors will travel to Wolfville, Nova Scotia in August to receive training from the ACSBE professional development team.

- more -

Each of these projects presents an exciting opportunity to increase the international connectivity of ACSBE and its APEC-IBIZ Small Business Counsellor Program and to further its potential as the international network for small business professionals.

For more information about APEC-IBIZ, visit www.apecibiz.org.

Contact:

Chris Pelham
Director, Acadia Centre for Small Business and Entrepreneurship
Chair, APEC-IBIZ Professional Standards Committee
Willett House, Acadia University
Wolfville, Nova Scotia, Canada B4P 2R6

Phone: (902) 585-1181

Fax: (902) 585-1057

E-mail: chris.pelham@acadiu.ca