2018 California Entrepreneurship Educators Conference

A GLOBAL LEADER IN ENTREPRENEURSHIP

Bringing together thought leaders to creatively disrupt the future of entrepreneurship research and pedagogy.
CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE 2018:
Creative Disruption: A Spring Board for Idea Sharing Among Entrepreneurship Educators

As educators and researchers, who are also humans, we see the “creative” disruption occurring in marketplaces around the world with companies like Amazon, Uber, AirBnb and even Dollar Shave Club. We are also observing emerging entrepreneurship resources that include “experts”, online courses and local community workshops. As we continue to evolve and improve our entrepreneurship programs, how do we find our “creative” disruption on how we teach and research within the discipline of entrepreneurship?

At the 2018 California Entrepreneurship Educators Conference, we sought out the “creative disruptors” in our field and will have them share what they are learning, teaching and researching with respect to entrepreneurship. This conference will be highly interactive, creating an environment to learn, share and collaborate. We invite you to interact with your peers and examine how we teach entrepreneurship and conduct research today and brainstorm how we might “creatively disrupt” entrepreneurship education for our students of today and tomorrow.

PANELISTS, BREAKOUT SESSION LEADERS, AND SPEAKERS

We have assembled a stellar group of session leaders to help us consider dynamic approaches to the way we teach and research entrepreneurship.

DR. ALEX BRUTON  
Professor, University of Calgary

DR. DOAN WINKEL  
Director, Muldoon Center for Entrepreneurship, John Carroll University

DR. NORRIS KRUEGER  
Research Fellow, University of Phoenix

DR. ELISSA GROSSMAN  
Associate Professor, University of Southern California

DR. LOIS SHELTON  
Professor, David Nazarian College of Business and Economics, California State University, Northridge

DR. MARTINA CLAES MUSTEEN  
Professor, San Diego State University

DR. ROSS CURRAN  
Associate Professor, Heriot-Watt University, Dubai

DR. ANDREU BLESA  
Associate Professor, Universitat Jaume I, Spain

DR. DONNA CONATY  
Professor & Associate Dean, College of Professional Studies and Fine Arts, San Diego State University

DR. JEFF HORNBY  
Department Chair & Executive Director, Regnier Institute for Entrepreneurship, University of Missouri, Kansas City

DR. CRAIG WATTERS  
Professor & Executive Director, Riata Center for Entrepreneurship, Oklahoma State University

DR. CRAIG GALBRAITH  
Executive Director, Zahn Innovation Platform Launch Pad, San Diego State University

DR. SIRI TERJESEN  
Dean’s Research Fellow & Associate Professor, American University

EXECUTIVE DIRECTOR, ZAHN INNOVATION

OLLI VUOLA  
Executive Director, Aalto Ventures Program, Aalto University

JON YORK  
Faculty Director, Center for Innovation & Entrepreneurship, Cal Poly San Luis Obispo

CATHY PUCHER  
Executive Director, Zahn Innovation Platform Launch Pad, San Diego State University

KEVIN POPOVIC  
Director, Zahn Innovation Platform Idea Lab, San Diego State University

DAYS:
April 12th, 13th, and 14th, 2018

LOCATION:
San Diego State University

FEES:
Full Conference: $349
Single Day: $249 per day
Optional Baja Innovation Tour: Additional $75
Throughout the conference we will be holding several simultaneous sessions for you to choose from

APRIL 12, 2018:
Pre-Conference Activities
William E. Leonard Entrepreneurship Center,
Engineering and Interdisciplinary Sciences Complex
10:00 am - 2:00 pm: Design Thinking for Entrepreneur Educators, Kevin Popovic
2:00 pm - 2:30 pm: Break
2:30 pm - 4:00 pm: Overview of ZIP Launchpad Incubator, Cathy Pucher
4:00 pm - 5:30 pm: Networking Mixer

APRIL 13, 2018:
Conference Day Two
Parma Payne Goodall Alumni Center
7:30 am – 8:30 am: Breakfast and Networking
8:30 am – 9:30 am: Opening Keynote: Science Is Hard. Ask Great Questions! Dr. Norris Krueger
9:30 am – 9:45 am: Break
9:45 am – 10:45 am: Part 1: Designing a Research Project: Dr. Norris Krueger & Dr. Jeff Hornsby
9:45 am – 10:45 am: The Breathless Classroom: Dr. Doan Winkel
10:45 am – 11:00 am: Break
11:00 am – 12:00 pm: Part 2: Pitching a Research Project: Dr. Lois Shelton, Dr. Martina Musteen & Dr. Siri Tirgesen
11:00 am – 12:00 pm: Disruptive Teaching: Classroom Moments to Provide New Perspectives: Dr. Elissa Grossman
12:00 pm – 1:00 pm: Lunch
1:00 pm – 2:00 pm: Debating Issues in Entrepreneurship
2:00 pm – 2:15 pm: Break
2:15 pm – 3:15 pm: Creating Metrics to Measure Competency Development: Dr. Jeff Hornsby
2:15 pm – 3:15 pm: Creatively Flipping the classroom: Bern Schroeder
3:15 pm – 3:30 pm: Break
3:30 pm – 4:30 pm: Rocket Workshop: Research, Pedagogy and Programs

APRIL 14, 2018:
Conference Day Three
Parma Payne Goodall Alumni Center
7:30 am – 8:30 am: Breakfast and Networking
8:30 am – 9:30 am: Opening Keynote- Leading the Disruption: Dr. Alex Bruton
9:30 am – 9:45 am: Break
9:45 am – 10:45 am: Rocket Workshop: Social Entrepreneurship: Dr. Craig Watters
9:45 am – 10:45 am: Leading the Disruption Part 2: Dr. Alex Bruton
10:45 am – 11:00 am: Break
11:00 am – 12:00 pm: The Role of Platforms for Cross-Border Collaboration: Dr. Martina Claasen Musteen, Nuno Arroteia, Dr. Ross Curran & Dr. Andreu Blesa.
11:00 am – 12:00 pm: Disrupting the Status Quo: Insights from High Impact Women and Minority Entrepreneurs: Dr. Lois Shelton
12:00 pm – 1:00 pm: Lunch
1:00 pm – 2:00 pm: Rocket Workshop: Technology & Mentorship
1:00 pm – 2:00 pm: Entrepreneurship in Community Colleges
2:00 pm – 2:15 pm: Break
2:15 pm – 3:15 pm: Rocket Workshop
2:15 pm – 3:15 pm: Entrepreneurship in the Arts: Dr. Donna Conaty
3:15 pm – 3:30 pm: Break
3:30 pm – 4:30 pm: Closing Keynote: Design a World Class Entrepreneurship Curriculum: Dr. Ted Zoller
4:30 pm – 4:45 pm: Closing Comments: Dr. Alex DeNoble
This year, participants will have two Pre-Conference activities to choose from on April 12:

**DESIGN THINKING FOR ENTREPRENEURSHIP EDUCATORS**

CEO’s, according to a recent IBM study, have ranked creativity as the number one attribute they look for in new employees. Creativity and problem solving play significant roles in entrepreneurship. By joining us in a design thinking interactive workshop during the CEEC, educators will collaborate to identify ways students can generate new ideas and solve problems using Design Thinking. Empathizing with the modern student, and defining the problems in our teaching environments. Participants will use divergent thinking to create multiple solutions to these problems.

Following this workshop, participants will learn how we have organization and run our highly successful campus incubator: The Zahn Innovation Platform Launchpad.

Register today, seating is limited. This workshop is included in the full conference fee.

**BAJA INNOVATION TOUR (limited to first 25 registrants)**

This year, we have added an exclusive tour for conference guests to attend a one of kind innovation tour of Baja California, Mexico. During this tour, we will explore the emerging entrepreneurship climate around the entertainment, IT, food, and wine industries. Participants will have a chance to meet and interact with local entrepreneurs. We will visit places such as MindHUB and the CETYS Universidad campus in Ensenada. To close off the evening, we will enjoy food and wine at the famous Valle De Guadalupe winery Cuatro Cuatros. This tour will give us the opportunity to network with peers and counterparts at CETYS Universidad.

Transportation on both sides of the border is included, as well as one wine tasting at Cuatro Cuatros is included. Lunch is not included. This is an optional tour with an extra fee and limited to 25 guests. Please register along with the conference fee. This option has an extra $75 fee.

Join us and other motivated educators at the California Entrepreneurship Educators Conference this April as we “creatively disrupt” education. We hope you will join us! Reserve your spot now at lavincenter.sdsu.edu. If you have further questions, please contact Pamela Razo at prazo-w@sdsu.edu or call 619.594.2781.