2019 California Entrepreneurship Educators’ Conference Brochure
SPECIAL APPRECIATION TO OUR SPONSORS THAT HAVE MADE THIS CONFERENCE POSSIBLE

Lloyd Greif Center for Entrepreneurial Studies
Intuit Education
San Diego State University Fowler College of Business

SPECIAL APPRECIATION TO

San Diego State University School of Music & Dance
As educators and researchers, we have to evolve with the times. The shifting landscape of entrepreneurship education and research indicates that it is important to transition and adapt in order to continue offering impactful entrepreneurship education for the next generation of entrepreneurs. Students are going to the “university” of Google and YouTube to acquire and learn information relative to their pursuits. We need to develop new areas of research and pedagogy methodology to engage these same students in meaningful ways. The Lavin Entrepreneurship Center at San Diego State University realizes the importance of this mission, which is why we have created the California Entrepreneurship Educators Conference.

At the 2019 California Entrepreneurship Educators Conference, we sought out the “transformers” in our field and have asked them to 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, as well as brainstorm how we might “transform” entrepreneurship education for our students of today and tomorrow.

CALIFORNIA ENTREPRENEURSHIP EDUCATORS CONFERENCE 2019: Transformation: An Opportunity to Evolve the Entrepreneurship Field!

In addition to the conference, we decided to bring back the Pre-Conference Baja Entrepreneurship Experience! During this tour, we will explore the emerging entrepreneurship climate currently taking place in Baja California. Participants will have a chance to meet and interact with local entrepreneurs at places such as the Bit Center, a coworking space for entrepreneurs and the CETYS Universidad campus in Ensenada. To close off the evening, we will enjoy food and wine at a famous Valle De Guadalupe winery.

This tour gives us the perfect opportunity to network with peers and counterparts at CETYS Universidad. Registration for the Entrepreneurship Baja Experience is $119 and includes transportation on both sides of the border, lunch and wine tasting. Participants attending the tour must bring their passport since we will be crossing the international border. Simply select the “Pre-Conference Baja Entrepreneurship Experience” button for an additional $119 to maximize your overall conference experience.

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.

ALEX DENOBLE
San Diego State University
Executive Director, Lavin Entrepreneurship Center

ALEXANDER GLOSENBERG
Loyola Marymount University
Assistant Professor, Entrepreneurship

ANATOLY ZHUPLEV
Loyola Marymount University
Professor of International Business

ANTHONY ELLIS
University of Phoenix
Lead Faculty Area Chair, Law and Ethics
ARNON KATZ
M-Bios
Founder and Researcher

BERNARD SCHROEDER
San Diego State University
Director, Lavin Entrepreneurship Center Programs

BRETT GILBERT
American University
Associate Professor

CANDIDA BRUSH
Babson College
Vice Provost, Global Entrepreneurial Leadership

CHRISTIAN BROBERG
Wichita State University
Associate Professor of Entrepreneurship

CONSTANT BEUGRE
Delaware State University
Professor of Management

CRAIG ARMSTRONG
University of Alabama
Associate Professor of Entrepreneurship

CRAIG GALBRAITH
University of North Carolina
Professor, Entrepreneurship and Technology Management

DAN WADHWANI
University of the Pacific
Professor, Chair in Entrepreneurship

DANIEL OBODOVSKI
Scale Incubator
Co-Founder

DAVID CHOI
Loyola Marymount University
Professor, Director of the Fred Kiesner Center for Entrepreneurship

DAVID NEWTON
University of California, San Diego
Professor of Entrepreneurship and Finance

DEBORAH BRAZEAL
Cal Poly Pomona
Professor

DEL FOIT JR.
University of California, San Diego
Director of Life Sciences Programs at Extended Studies

DENISE PARRIS
University of Oklahoma
Assistant Professor of Entrepreneurship

DIANA BARRON VILLAVERDE
Universidad de Las Americas Puebla
Professor

DIANA HECHAVARRIA
Muma College of Business, University of South Florida
Assistant Professor, Entrepreneurship

ELISSA GROSSMAN
University of Southern California
Associate Professor of Clinical Entrepreneurship

ERICA SNIDER
San Diego State University
Zahn Innovation Platform Launchpad Marketing and Entrepreneur Advisor

ERICK CALDWELL
City of San Diego
Deputy Chief Operating Officer

GABRIEL GONZALEZ
NC State Entrepreneurship Center Program Manager

GAYLEN CHANDLER
Wichita State University Barton
Distinguished Chair in Entrepreneurship

HANNAH LEVINSON
Davidson College
Director of Innovation and Entrepreneurship

JAKE GRANDY
California State University, Long Beach
Assistant Professor of Strategy

JEFF HORNBSY
University of Missouri, Kansas City
Chair of Entrepreneurship and Interim Director

JEFF RUBIN
Rubin-Hagan Associates, LLC

JENNY AMARANENI
San Diego State University
Zahn Innovation Platform Launchpad Director of Social Innovation

JOHN YORK
Akita Biomedical
Medical Communications & Consulting

JUSTIN WOLSKE
California State University, Los Angeles
Professor
JONATHAN BOLZ
San Diego State University
Director of Internship Programs,
Lavin Entrepreneurship Center

JOSE GONZALEZ
Belmont University
Assistant Professor of Entrepreneurship

KIM FOLSOM
National University Adjunct
Professor

KUMAR ASHISH
Institute of Public Enterprise, Hyderabad
Assistant Professor of Entrepreneurship

KURT JACOBS
Fortis Solutions, Inc.
Founder and Chairman

LEWIS SHEATS
North Carolina State University Assistant
Vice Provost

LEYLAND PITT
Simon Fraser University
Chair of Business at the Beedie School of Business

LOIS SHELTON
California State University, Northridge
David Nazarian Professor of Management

MARIA BALLESTEROS
California State University, Channel Islands
Assistant Professor of Management

MARTINA MUSTEEN
San Diego State University
Professor of Entrepreneurship and Global Business

MICHAEL LAWLESS
University of San Diego
Clinical Professor,
Academic Director of Entrepreneurship Initiatives

MICHAEL MORRIS
University of Florida
Professor

NEIL SENTURIA
Blackbird Ventures
CEO

PATRICIA GREENE
U.S. Department of Labor
18th Director of the Women’s Bureau

RANGAPRIYA KANNAN-NARASIMHAN
University of San Diego
Associate professor of Management

RICARDO ALVAREZ
CETYS Universidad Graduate School of Business
Professor of Entrepreneurship

ROB MATHEWS
Ball State University
Director of the Entrepreneurial Leadership Institute

SAMU ULLAH
COMSATS University Islamabad
Lahore Campus Lecturer

SANJAY JAIN
California State University, Northridge
Professor

SARAH LORD FERGUSON
Simon Fraser University
PhD Student and Instructor

TED BAKER
Rutgers University
Professor and George F. Farris Chair in Entrepreneurship

TED ZOLLER
University of North Carolina
Clinical Scholar, Professor, and Director of the Center for
Entrepreneurial Studies

THOMAS NORMAN
California State University, Dominguez Hills
Management Professor

TOM LUMPKIN
University of Oklahoma
Director, Entrepreneurship and Economic Development

TONY MENDES
Managing Director - Regnier Institute for Entrepreneurship &
Innovation - UMKC
Thursday April 11, 2019
Baja Exploration

9:00 am – 7:00 pm

Learning Journey
Baja California’s Emerging Entrepreneurial Ecosystem
(optional pre-conference activity – extra fee will apply)
*separate agenda for this (See Baja Page for more info)

Thursday April 11, 2019  Precon at SDSU (Engineering and Interdisciplinary Sciences Complex)

9.45 am - 10:45 am  Erica Snider (San Diego State University)
Overview of the Zanh Innovation Platform Launchpad Incubator

10:45 am - 11:00 am  Break

11:00 am - 12:00 pm  Bernhard Schroeder (San Diego State University)
Entrepreneurship-Special topics

12:00 pm - 1:30 pm  Lunch ( On your own )
Enjoy the SDSU Farmers Market

1:30 pm - 2:30 pm  Jonathan Bolz (San Diego State University)
How to leverage financial capital through building an internship program

2:30 pm - 2:45 pm  Break

2:45 pm – 3:45 pm  Bernhard Schroeder (San Diego State University)
Creating an Entrepreneurship Specialty Cohort – A Review of the Lavin Entrepreneur Program

3:45 pm – 4:00 pm  Break

4:00 pm – 5:00 pm  Student Panel

5:00 pm – 6:30 pm  Networking at Oggi’s

Friday April 12, 2019  (Conrad Prebys Aztec Student Union)

7:00 am – 7:45 am  Breakfast and Networking

7:45 am – 8:00 am  Welcoming Remarks
Alex DeNoble (San Diego State University)

8:00 am – 9:00 am  Un-Keynote
Elissa Grossman (University of Southern California)

9:00 am – 9:10 am  Break
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter</th>
<th>Institution</th>
<th>Title</th>
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<tbody>
<tr>
<td>9:10 am – 9:55 am (Concurrent Sessions)</td>
<td>Workshop 1</td>
<td>Craig Armstrong:</td>
<td>University of Alabama</td>
<td>How to Gamify your Entrepreneurship Classroom</td>
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<td>9:55 am – 10:05 am</td>
<td>Break</td>
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<tr>
<td>10:05 am – 10:50 am (Concurrent Sessions)</td>
<td>Workshop 2</td>
<td>Rob Mathews</td>
<td>Ball State University</td>
<td>Using Entrepreneurial Styles to Empower Students</td>
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<td>10:50 am – 11:00 am (Concurrent Sessions)</td>
<td>Break</td>
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<tr>
<td>11:00 am – 11:45 am (Concurrent Sessions)</td>
<td>Workshop 3</td>
<td>Leyland Pitt</td>
<td>Beedie School of Business, Simon Fraser University</td>
<td>Writing, Using and Teaching Case Studies</td>
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<tr>
<td></td>
<td>Lightning Round 1</td>
<td>Sami Ullah (Lancaster University, UK)</td>
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<td>Entrepreneurial Ecosystem of Pakistan</td>
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<td></td>
<td></td>
<td>Diana Barron Villaverde</td>
<td>Universidad de Las Americas Puebla</td>
<td>Gaps Analysis in the Innovative Entrepreneurship Ecosystem Performance in Mexico</td>
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<td></td>
<td></td>
<td>Justin Wolske</td>
<td>California State University, Los Angeles</td>
<td>Coffee, Placebo, or Meth: Best Practices for Educational Storytelling in Entrepreneurship</td>
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<tr>
<td></td>
<td>Lightning Round 2</td>
<td>Deborah Brazeal (Cal Poly Pomona)</td>
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<td>The Dark Side of Entrepreneurship: The Power of Adversity and Happiness</td>
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<td></td>
<td></td>
<td>Constant Beugre (Delaware State University)</td>
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<td>Transforming Global Entrepreneurship Education Through Modern Higher Education Institutions: A Case Study</td>
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<td></td>
<td></td>
<td>Craig Galbraith (University of North Carolina, Wilmington)</td>
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<td>Crisis management, disasters and other unfortunate acts: topics for the entrepreneurship class room</td>
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<td></td>
<td>Lightning Round 3</td>
<td>Dr. Jose D Gonzalez</td>
<td>Belmont University</td>
<td>Shark Tank en Español: An International Entrepreneurship Partnership Case Study between Argentina/US</td>
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<td></td>
<td>David Choi</td>
<td>Loyola Marymount University</td>
<td>Jumpstarting Your Students' Startups with Growth Marketing/Hacking</td>
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<td></td>
<td>Michael Lawless</td>
<td>University of San Diego</td>
<td>Business Plan Alternatives</td>
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</tbody>
</table>
11:45 am – 1:00 pm

Lunch

1:00 pm – 1:45 pm
(Concurrent Sessions)

Workshop 4
Lois Shelton: Facilitator
(California State University,
Northridge)

Neil Senturia (CEO Blackbird
Ventures)

Del Foit Jr. (University of
California, San Diego)

Kim Folsom (Founder First
Capital Partners LLC)

What REALLY Matters in
Entrepreneurship Education

1:45 pm – 1:55 pm

Break

1:55 pm – 2:40 pm
(Concurrent Sessions)

Workshop 5
Tom Lumpkin (University of
Oklahoma)

Conducting Social
Entrepreneurship Research

2:40 pm – 2:55 pm

Break

2:55 pm – 3:40 pm
(Concurrent Sessions)

Workshop 6
Gaylen Chandler and J. Christian
Broberg: (Wichita State
University)

Using a University New Venture
Competition to Assess an
Entrepreneurship Program

3:40 pm – 3:55 pm

Lightning Round 4

Maria Ballesteros-Sola (California State University,
Channel Islands)
Incorporating B Corps in our Entrepreneurship Classes:
Why & How

Arnon Katz (M-Bios)
Systemic Approach as a Perception for Managing to
Success of Entrepreneurship

Jeff Hornsby (University of Missouri, Kansas City)
Incorporating Design Thinking in the Entrepreneurship
Classroom

1:00 pm – 1:45 pm

(Concurrent Sessions)

Round Table Discussions 1

Arnon Katz (M-Bios)
Systemic Approach as a Perception for Managing to
Success of Entrepreneurship

Kurt Jacobs (Syracuse University)
Entrepreneurial Incubation Consulting Projects

Justin Wolske (California State University, Los Angeles)
Coffee, Placebo, or Meth: Educational Storytelling and
the Birth of Street Fighting Entrepreneurship

Jeff Hornsby (University of Missouri, Kansas City)
Incorporating Design Thinking in the Entrepreneurship
Classroom

Lightning Round 5

Martina Musteen (San Diego State University) and
Lois Shelton (California State University, Northridge):
Fostering Global Mindset in Entrepreneurship Education

Lewis Sheats (North Carolina State University):
Embed, Engage, Execute: Using the Hospital Teaching
Model for Entrepreneurship Education

Thomas Norman (California State University, Dominguez
Hills)
Lessons Learned from Building a Social Entrepreneurship
Focused incubator
### Saturday April 13, 2018  (Conrad Prebys Aztec Student Union)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 am – 7:45 am</td>
<td>Breakfast and Networking</td>
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<tr>
<td>7:45 am – 8:00 am</td>
<td>Welcome and Announcements</td>
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<tr>
<td>8:00 am – 9:00 am</td>
<td>Opening Keynote</td>
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<td>9:00 am – 9:10 am</td>
<td>Break</td>
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<tr>
<td>9:10 am – 9:55 am</td>
<td>Workshop 8</td>
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<td>David Newton  (University of California San Diego)</td>
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<td>Integrating business models into all forms of entrepreneurial teaching</td>
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<td>Lightning Round 6</td>
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<td>Jeff Rubin: (Rubin-Hagan Associates LLC)</td>
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<td></td>
<td>Entrepreneurial Opportunities in an Age of Longevity and Transformation</td>
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<td>Hannah Levinson (Michelson 20MM Foundation)</td>
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<td></td>
<td>The Intangible Advantage: Closing the IP Education Gap</td>
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<td>Nastaran Simarasl (Cal Poly Pomona)</td>
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<td>How Entrepreneurs Develop Mentorship Relationships</td>
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<tr>
<td>9:55 am – 10:05 am</td>
<td>Break</td>
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</tbody>
</table>
10:05 am – 10:50 am  
(Concurrent Sessions)  
Workshop 9 - Part 1  
Lois Shelton  
(California State University, Northridge)  
Sanjay Jain (California State University, Northridge)  
Ted Baker (Rutgers Business School – Newark and New Brunswick)  
Rangapriya Kannan-Narasimhan (University of San Diego)  
Dan Wadhwani (University of the Pacific)  
Brett Anitra Gilbert (American University)  
Qualitative Methods in Entrepreneurship Research

10:50 am – 11:00 am  
Round Table Discussions 3  
Jeff Rubin (Rubin-Hagan Associates LLC)  
Entrepreneurial Opportunities in an Age of Longevity and Transformation  
Anatoly Zhuplev (Loyola Marymount University)  
Project-Based Approach in Teaching/Learning International Entrepreneurship  
John York (University of California, San Diego)  
Enhancing Interviewing Skills for Customer Discovery

10:50 am – 11:00 am  
Break

11:00 am – 11:45 am  
(Concurrent Sessions)  
Workshop 9 - Part 2  
Lois Shelton (California State University, Northridge)  
Sanjay Jain (California State University, Northridge)  
Ted Baker (Rutgers Business School – Newark and New Brunswick)  
Rangapriya Kannan-Narasimhan (University of San Diego)  
Dan Wadhwani (University of the Pacific)  
Brett Anitra Gilbert (American University)  
Qualitative Methods in Entrepreneurship Research

11:00 am – 11:45 am  
Round Table Discussions 4  
Tom Lumpkin and Denise Parris (Price College of Business, University of Oklahoma)  
From Planning to Execution: Transforming the Student Experience  
Anthony Ellis (University of Phoenix)  
Entrepreneurship Course/Curriculum Design for Musicians and Artists  
Thomas Norman (California State University, Dominguez Hills)  
Bringing Student Entrepreneurs Abroad: Building a Cafe in Bulgaria

Note: this session will go until 12:00 pm
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>11:45 am – 1:00 pm</td>
<td>Lunch</td>
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<tr>
<td>1:00 pm – 1:45 pm</td>
<td>Patricia Greene (U.S. Department of Labor) and Candida Brush (Babson College) Fire&lt;br&gt;side Chat: Women in Entrepreneurship</td>
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<tr>
<td>1:55 pm – 2:40 pm</td>
<td>Workshop 10</td>
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<tr>
<td>(Concurrent Sessions)</td>
<td>Craig Galbraith (University of North Carolina, Wilmington) Teaching&lt;br&gt;Green&lt;br&gt;Entrepreneurship and Sustainable Enterprises</td>
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<td></td>
<td>Lightning Round 8</td>
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<td>Kurt Jacobs (Syracuse University)</td>
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<td><strong>External Stakeholders and Managerial Control Systems</strong></td>
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<td>Geoffrey Graybeal (Georgia State University)</td>
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<td><strong>Incorporating Career Readiness Competencies into Entrepreneurship&lt;br&gt;Curriculum &amp; Assessment</strong></td>
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<td>Diana Hechavarria (University of South Florida)</td>
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<td><strong>An Action Learning Framework for Enterprising Behavior</strong></td>
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<tr>
<td>2:40 pm – 2:55 pm</td>
<td>Break</td>
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<tr>
<td>2:55 pm – 3:40 pm</td>
<td>Workshop 11</td>
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<td>Lightning Round 9</td>
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<td>Kumar Aashish (Institute of Public Enterprise, Hyderabad, India)</td>
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<td><strong>Impact of Experiential Entrepreneurship Education (E3) on Entrepreneurial Self Efficacy: Mediating role of metacognitive awareness</strong></td>
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<td>Alexander Glosenberg (Loyola Marymount University)</td>
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<td><strong>Implementing Personal Initiative (PI) Training in the Classroom</strong></td>
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<td>Sarah Lord Ferguson (Simon Fraser University)</td>
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<td><strong>Perceptions of Academic Dishonesty Among Undergraduate Business Students</strong></td>
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<tr>
<td>3:40 pm – 3:55 pm</td>
<td>Break</td>
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<tr>
<td>3:55 pm – 4:35 pm</td>
<td>Closing Keynote</td>
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<td>Ted Zoller (UNC Kenan-flagler)</td>
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<td><strong>MythBusting &amp; Mentoring: Insights from the Entrepreneurs Genome Project.</strong></td>
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<tr>
<td>4:35 pm – 4:45 pm</td>
<td>Closing Comments – Dr. Alex DeNoble</td>
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<tr>
<td>4:45 pm – 6:30 pm</td>
<td>Closing Reception</td>
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