"In the age of revolution it is not just knowledge that produces new wealth, but insight, insight into opportunities for discontinuous innovation. Innovation is the specific instrument of entrepreneurship."
This year we will provide a special optional panel addressing the pros and cons of having an on-campus incubator program before the welcome reception on Thursday, followed by two full days in March 2016. Every day is designed to affect entrepreneurship education so powerfully that it will impact future generations of university students and enable more of them to become successful entrepreneurs. We will share what we know in both entrepreneurship research and education, and we will do so in an intimate yet thought-provoking conference. As much as we share, we should also question what we are doing. Is it enough? Is it the best we can do? Are we doing our part, and more, at our universities to enable these entrepreneurs to flourish? Are we embracing new experiential exercises? Are the research questions addressing the changing entrepreneurial landscape? Let’s come together, share our knowledge, leverage our resources, and actually push our creative abilities to help develop the future of entrepreneurship education.

Driven by the theme of Creativity and Innovation, the 2016 California Entrepreneurship Educators Conference at San Diego State University, hosted by the Lavin Entrepreneurship Center, will be highly interactive, moving away from the typical conference layout. No tedious lectures. Every session will take you back to the classroom as we invite you to collaborate with your peers and examine how we teach entrepreneurship and conduct research today and creatively brainstorm how we might drive entrepreneurship for tomorrow. We have assembled a stellar group of session leaders in entrepreneurship education and research to help us consider dynamic approaches to the way we teach entrepreneurship.

The goal of the conference is to unite California entrepreneurship educators, staff and thought leaders, facilitate sharing, and formulate new ideas that can be implemented on California university campuses and provide students the best possible entrepreneurship education and experiences.

**CONFERENCE DETAILS**

**Dates:** March 10, 11, and 12, 2016  
**Location:** San Diego State University  
**Full Conference Fee:** $289  
**Single Day Fee:** $189 per day

**RESEARCH, CREATIVITY, AND INTERACTIVE SESSIONS.**

This year, the conference will consist of two days of interactive sessions involving dynamic topics of entrepreneurship education and research.

The first day will provide attendees with the opportunity to receive valuable insight from leading entrepreneurship researchers who will facilitate discussion via an expert panel, workshop roundtables, and an interactive research exercise. The focus on the research day will involve the exploration and sharing of leading areas of entrepreneurship research.

The second day will shift focus to entrepreneurship pedagogy, with key entrepreneurship educators leading engaging, interactive, and collaborative sessions that will push us all to consider how we may effectively build our respective entrepreneurship courses and programs to serve students better. Prepare to be challenged and challenge yourself and your peers about how we approach entrepreneurship education.

Register now by visiting our website at lavincenter.sdsu.edu while seating is still available. We look forward to seeing you in March 2016!
MARCH 10TH, 2016
WELCOME AND PRE-CONFERENCE
4:00 pm – 5:30 pm  Incubators: Useful and Needed or Money Pit?
Panel: Olli Vuola, Jonathan York, and Gloria Negrete
Location TBD

5:30 pm – 7:00 pm  Conference Welcome and Reception
Oggi’s on campus

MARCH 11TH, 2016
RESEARCH DAY
7:45 am – 8:15 am  Breakfast
Parma Payne Goodall Alumni Center

8:15 am – 8:30 am  Conference Welcome

8:30 am – 9:45 am  Research Keynote: Howard Aldrich

9:45 am – 10:00 am  Break

10:00 am – 11:30 am  Research Panel (with Q&A Session)
James Combs, Siri Terjesen, George Solomon, and Lois Shelton

11:30 am – 12:30 pm  Lunch

12:30 pm – 1:45 pm  Research Roundtable

1:45 pm – 2:00 pm  Break

2:00 pm – 3:45 pm  Research Exercise: Jeff Stamp

3:45 pm – 4:00 pm  Closing Remarks

4:30 pm – 6:30 pm  Reception at the historic Cosmopolitan
Hotel in Old Town San Diego

MARCH 12TH, 2016
ENTREPRENEURSHIP PEDAGOGY DAY
7:15 am – 8:00 am  Breakfast
Parma Payne Goodall Alumni Center

8:00 am – 8:15 am  Welcome & Introduction

8:15 am – 9:30 am  Pedagogy Keynote: Heidi Neck

9:30 am – 9:45 am  Break

9:45 am – 11:00 am  Experiential Exercise: John Greathouse

11:00 am – 11:15 am  Break

11:15 am – 12:30 pm  Experiential Exercise: Elissa Grossman

12:30 pm – 1:30 pm  Lunch

1:30 pm – 2:45 pm  International Exercise: Peter Kelly

2:45 pm – 3:00 pm  Break

3:00 pm – 4:15 pm  Experiential Exercise: Jeff Stamp

4:15 pm – 4:30 pm  Closing Remarks

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PANELISTS, BREAKOUT SESSION LEADERS, AND SPEAKERS

**PETER KELLY**
Professor of Practice, High-growth Entrepreneurship, Department of Industrial Engineering and Management at Aalto University

**HEIDI NECK**
Babson College professor and director of Babson Entrepreneur Experience Lab.

**HOWARD ALDRICH**
Professor at the University of North Carolina and faculty research associate at Fuqua and Duke University.

**JEFFREY STAMP**
Founder of Bold Thinking, LLC and former chaired assistant professor at University of North Dakota.

**JOHN GREATHOUSE**
Professor of Practice at the University of California Santa Barbara and co-founder of RevUpNet.

**JAMES COMBS**
Editor at Entrepreneurship Theory and Practice and Della Phillips Martha Schenck Chair of American Private Enterprise and Professor of Management at the University of Central Florida.

**ELISSA GROSSMAN**
Associate Professor of Clinical Entrepreneurship at USC Marshall School of Business

**SIRI TERJENSEN**
Assistant Professor of Strategic Management and International Business at Indiana University - Bloomington and Associate Editor of Academy of Management Learning & Education and Small Business Economics

**GEORGE SOLOMON**
Co-Director, Center For Entrepreneurial Excellence, Professor of Management at George Washington University and Editor-in-Chief, Journal of Small Business Management (JSBM).

**OLLING VIOLA**
Head of Aalto Ventures Program and Executive in Residence Aalto University, Helsinki Finland.

**JONATHAN YORK**
Associate Professor of Entrepreneurship in the Orfalea College of Business at Cal Poly San Luis Obispo and co-founder of the Cal Poly Center for Innovation and Entrepreneurship.

**LOIS SHELTON**
Professor at California State University - Northridge, Director at Large, USASBE National Board of Directors, associate editor, International Journal of Entrepreneurial Behavior & Research (IJEBR)

**GLORIA NEGRETE**
Director of Planning and Strategic Initiatives, Basement relations & advancement at the University of California - San Diego.

*We are proud to collaborate with the Center for International Business Education and Research (CIBER) at SDSU to integrate a global perspective on entrepreneurship.*