A GLOBAL LEADER IN ENTREPRENEURSHIP
The California Entrepreneurship Educators Conference’s primary focus is to increase the interaction between university thought leaders. The interactive sessions will highlight the following:

» Entrepreneurship curriculum design at the undergraduate and graduate level
» Incubator development; challenges and success stories
» The development of social entrepreneurship programs
» Specialty programs extending across campus and connecting students with diverse backgrounds to create innovative business models
» Innovative techniques to ensure students are acquiring the competencies necessary to be successful innovators

The early-bird program cost is $150, early registration is encouraged to avoid increased pricing as the conference nears. Please visit lavincenter.sdsu.edu/programs/Entrepreneurship-Conference for additional conference information and to register.

If you have questions please email Alissa Thompson at athompson@mail.sdsu.edu or call 619.594.2787.
CONFERENCE AGENDA

MARCH 5th, 2014
7:30 pm – Conference Welcome & Networking

MARCH 6th, 2014
7:30 am – 8:30 am – Welcome, Networking & Breakfast
8:30 am – 9:45 am – Undergraduate and Graduate Entrepreneurship Curriculum
   Panelists:
   » Dr. Richard Sudek, Chapman University
   » Dr. Mark Cannice, University of San Francisco
   » Dr. Elissa Grossman, University of Southern California
10:00 am – 11:30 am: Incubators, A Hot Spot For Student Start-ups
   Panelists:
   » David Rahn, California State University, Chico
   » Dr. Jay Kunin, University of California, San Diego
   » Dr. Jonathan York, California Polytechnic State University, San Luis Obispo
11:30 am – 12:30 pm: Luncheon Speaker
   Speaker:
   » Rebecca White, Predecessor USASBE President, Endowed Chair in Entrepreneurship and Director of the University of Tampa Entrepreneurship Center
12:30 pm – 1:15 pm: Social Entrepreneurship
   Panelists:
   » Dean Margaret Weber, Pepperdine University
   » Dr. Patricia Marquez, University of San Diego
   » Keith Warner, Santa Clara University
1:30 pm – 2:30 pm: Specialty Programs Connecting Diverse Populations of Students
   Panelists:
   » Bernhard Schroeder, San Diego State University
   » Michael Panesis, University of California, Santa Barbara
   » Dr. Timothy Stearn, California State University, Fresno
2:45 pm – 3:45 pm: Assurance of Learning
   Panelists:
   » Dr. Alex DeNoble, San Diego State University
   » Dr. Michael Morris, University of Florida
PRE & POST CONFERENCE AGENDA

MARCH 5TH, 2014

Entrepreneur Day
10:00am – 2:00pm
San Diego State University Campus

Entrepreneur Day is hosted by the Entrepreneur Society (ES) at San Diego State University, in collaboration with the Lavin Entrepreneurship Center, and brings together SDSU alumni and student-run companies to celebrate their mutual passion for entrepreneurship. Come experience the spirit of entrepreneurship first hand by interacting with developing student start-ups.

Seminar in Managing the Growing Firm
4:00pm – 6:40pm
San Diego State University Campus

Managing the Growing Firm is a seminar class offered to graduate business students. Lavin Entrepreneurship Center Executive Director, Alex DeNoble, and Brian Dovey, a nationally renowned venture capitalist, teach this course. The course provides students a blend of academic and co-curricular experiences that prepare students to face the challenges of expanding a firm.

MARCH 7TH & 8TH, 2014

2nd Annual LeanModel™ Competition

San Diego State University and the Lavin Entrepreneurship Center invite you to take part in the 2nd Annual LeanModel ™ Competition. Last year, twenty-five teams applied to participate and fifteen teams representing eight California universities pitched their start-up ideas competing to win $25,000 in cash and awards.

We encourage you to invite your students to compete against fellow California entrepreneurship students. The LeanModel™ Competition is unlike traditional business plan competitions and encourages students to develop early stage prototypes and receive customer feedback. Students will be judged based on their ability to pivot as a direct result of customer feedback.

LeanModel Competition registration is due December 2, 2013. Teams will have until January 24, 2014 to submit the team's 10-minute multimedia submission to be judged for entrance into the competition. Teams can contact Alissa Thompson at athompson@mail.sdsu.edu for more information on the competition.