Proceedings

Teaching Entrepreneurship to Engineering Students

Engineering Conferences International Year 2003

Appendix B: Conference Program

The Editors
of the Proceedings

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TEACHING ENTREPRENEURSHIP TO ENGINEERING STUDENTS

PROGRAM

SUNDAY January 12, 2003
3 – 6 p.m. Registration
6 – 8 Reception

MONDAY January 13, 2003
7 a.m. Breakfast
8:30 – 9:30 Joseph Bordogna
Deputy Director NSF
“Importance of Entrepreneurs to the U.S. Economy”

Entrepreneurs Share Their Experiences

Moderator: Eleanor Baum – Cooper Union

9:30 – 10:15 Stanley Lapidus – founder of Exact Sciences
10:15 – 10:45 Break
10:45 – 11:30 Howard Flagg – founder of PairGain
11:30 – 12:30 Discussion
12:30 – 2:00 Lunch
2:00 – 3:00 Panel of Entrepreneurs
Moderator: David Bodde, University of Missouri, K.C.
Questions, Discussion with audience

3:00 – 3:20 Break
3:20 – 5:00 **Panel Discussion: Attributes of Entrepreneurs**

**Moderator:** Russel Jones, World Expertise, LLC  
George Peterson, Executive Director ABET  
Bethany Oberst, James Madison University  
Caron St. John, Clemson University  
William Pendergast, College of Business, Cal Poly  
Robert Crocket, founder and president Xeragen, Inc.

6:00 – 7:00 Poster Session and Cocktails

7:00 Dinner and Discussion

**TUESDAY** January 14, 2003

7:00 a.m. Breakfast

8:00 – 10:00 **Panel Discussion: Creating an Entrepreneurial Culture**

**Moderator:** Phil Weilerstein, Executive Director NCIIA  
Joel Moses - Institute Professor, MIT  
Linda Chao –Stanford University  
Lester Gerhardt – Associate Dean, RPI  
David Barbe – University of Maryland

10:00 – 10:30 Break

10:30 – 12:00 Program A or Program B

**A**

**Moderator:** Carl McHargue – University of Tennessee  
Judy Raper – University of Sydney  
“Initiatives to Engender and Entrepreneurial Culture”  
William Leonard - Rochester Institute of Technology  
“Fostering a Spirit of Innovation”  
Keith Sheppard – Stevens Institute  
“Development of an Institutional Culture to Encourage Entrepreneurship”  
Abigail Barrow - UCSD  
“Developing an Entrepreneurial Culture”
Panel Discussion: Interdisciplinary Programs

Moderator: Frank Huband - ASEE
Vince Gallogly – Cooper Union
Renee Rottner – Cal Tech
Michael Fountain – University of South Florida
Elizabeth Kisenwether – Penn State

12:00 – 1:00 Group Discussion
Afternoon free

6:30 – 7:30 Poster Session
Cocktails

7:30 Dinner and Discussion

WEDNESDAY January 15, 2003

EXAMPLES OF SUCCESSFUL PROGRAMS

7:00 a.m. Breakfast

8:00 – 9:30 Program C or Program D

C

Moderator: Marshall Lih – NSF
David Bodde, University of Missouri, K.C.
“Entrepreneurship Learning Space Using Sustainable Technologies”
Anthony Marchese – Rowan
“Creating an Entrepreneurial Culture at a Start-up Program”
Tom Mason – Rose-Hulman
“Multidimensional Approaches”
Moderator: Frank Huband - ASEE
James Gray – Northern Kentucky University
“Technological Innovation – Option in the MS in Technology Program”
Warren Stevenson - Purdue
“PhD Research in an Entrepreneurial Environment”
McRae Banks – WPI
“Experience with an Entrepreneurship Minor”

9:30 – 10:00 Break

10:00 – 12:00 Panel Discussion: Partnerships with Industry
Moderator: Carl McHargue, University of Tennessee
Annette Bergeron - Queens University
Robert Taylor - Mississippi State
Raymond Flumerfelt - University of Houston
Steve Howell - Lawrence Tech
Larry Stauffer – University of Idaho

12:00 – 1:00 Discussion
1:00 – 2:00 Lunch

2:00 – 3:30 Moderator: Phil Weilerstein, NCIIA
Marshall Lih, National Science Foundation
“Teaching Creativity and Global Partnerships”
Andres Salazar - University of New Mexico
“Supplementing Engineering Education with Business Training”
Edwin R. Addison – Johns Hopkins University
“Teaching New Venture Creation to Engineers and Computer Scientists”

3:30 – 4:00 Break

4:00 – 5:30 Panel Discussion: Resources for Building Entrepreneurship Programs
Moderator: Eleanor Baum
Margaret Kenefake, Ewing Marion Kaufmann Foundation
Phil Weilerstein – NCIIA
Rock L. Clapper, Bridge Ventures

7:00 BANQUET

THURSDAY January 16, 2003
8:30 – 11:00 Group Discussion and Summary
Moderators: Eleanor Baum and Carl McHargue
THURSDAY January 16, 2003

7:00 a.m. Breakfast

8:00– 10:30 Discussion and Summary