Over the past decade, the College of Business and Public Administration (CBPA), has increasingly emphasized the importance of students working to improve the communities served by the University. Students at the undergraduate and graduate level have provided research and analysis for more than 175 business enterprises, assisted regional communities with growth and development plans, and repeatedly won national recognition for excellence.

The Center for Entrepreneurial Activities (CEA) is a natural extension of these community directed efforts already in place at EWU. The CEA more directly and efficiently supports the University’s goal of providing quality student centered education and service to the community. The CEA’s overall mission is to stimulate, promote, and support the systematic practice of innovative entrepreneurial enterprises in the Spokane region and the Inland Northwest. Within the University, the CEA enhances the principles of the “engaged university” in which community service is integral to EWU’s mission.

The Business Resource Center (BRC) functions as the outreach component of the CEA. In 2003, the BRC was established through a Herbert B. Jones foundation award. The BRC is responsible for providing specialized seminars, enhanced networking, and business education services directly to the people of the Spokane area. The BRC also serves as a collaborative union between EWU and the other colleges and universities in the community.

CEA Newsletter

Center for Entrepreneurial Activities

An Entrepreneurship Focus for Your MBA

When the CEA started, the faculty began offering entrepreneurship courses designed to provide experiences that touch on many entrepreneurial and small business matters.

EWU offers graduate courses in the following areas:

- Entrepreneurship and Small Business
- Marketing (Special focus on the differences between small and large firms)
- Finance (Including capital formation and how to manage small amounts of capital)
- Human Resources (How do you really manage in the small firm that has large needs?)
- Business Planning (A business plan that has legs)
- Journey or Destination (Are you an entrepreneur and what do others do?)

Other electives include product development, economic development, and other important courses.

We are unaware of any other graduate entrepreneurship courses being offered in the area. In addition to the courses, EWU faculty have published related articles in both refereed proceedings and journals.

The professors also have practical work experience, creating an MBA focus that connects theory and practice, giving you both.

EWU is also working with the City of Spokane, the County Commission of Spokane, the Regional Chamber, the Valley Chamber, the West Plains Chamber, the Cheney Chamber, AHANA, Connect, the Spokane Neighborhood Business Association including East-Central, West-Central, Hillyard and Chief Garry, the EDC, Pathways to Progress, SNAP, and Technet, in order to connect you to where you want to be connected in your class related projects.

We also have a new entrepreneurship certificate program designed to provide non-credit education that will help participants develop a sophisticated business plan or a more viable business.

To learn more about how you can benefit from the Center for Entrepreneurial Activities, contact:

- Dr. Robert Schwartz, EWU Foundation Chairholder and Distinguished Professor of Entrepreneurship
- College of Business & Public Administration
- 509-358-2254 (voice)
- robert.schwartz@mail.ewu.edu
Jones Grant — Joint CEA/BRC Awarded Two Additional Years

Eastern Washington University’s CEA/BRC was notified last summer that it had received a $94,000 two-year funding renewal from the Herbert B. Jones Foundation.

With the additional funding EWU’s BRC continues to provide enhanced networking, education, and service directly to the people of the Inland Northwest.

“We are gratified that the Herbert B. Jones Foundation has recognized through this renewed funding the work the Center has done in the first year . . .,” said Terry Sanchez, Director of the EWU BRC. “The BRC will continue its outreach to the communities of the region, seeking to assist new businesses and individuals with new business ideas, and to provide them with the tools to help them flourish.”

Business Plan Competition

An additional $20,000 has been provided by the Jones Foundation to support the now completed 2004-2005 EWU, Gonzaga, Whitworth business plan competition. The grant was for all three academic institutions and supports the ongoing collaboration of the three.

The business plan competition had been created to support new venture ideas, build businesses and create new jobs, as well as to provide educational and networking opportunities for students.

It provides students with the opportunity to work either individually or in a collaborative manner to turn innovative ideas into real businesses. Additionally, it may provide seed capital for business startups.

EWU had two entries this year and one prize winner. Sunset Dental Services, a business concept that provides dental services to low income community residents, won third prize and $1,500. The team members were Marci, Gary, and Emily Lynch.

Experience Art, a Gonzaga student entry in this year’s business plan competition, has also entered the University of Washington competition. Bounce Free, a student run business, entered the competition independently.

The latter two teams have advanced past the first two rounds of competition and are among the 16 teams participating in the final “long” presentation round. From this round, four teams will advance to the finals, which will be judged on May 24th.

We are proud of and congratulate all entrants and we are appreciative of the leadership role Gonzaga has taken with the competition.

Presentations, Publications, and Journals

Since our last newsletter EWU faculty and staff have an additional three entrepreneurship articles that have been accepted for presentation and one that has been published.

The three papers are for the summer 2005 “Marketing at the Entrepreneurship Interface” conference to be held in the city of Boston. They are:

“A Longitudinal Study of Entrepreneurial Firms Opportunity Recognition: A Multi-Country Perspective,” by Robert Schwartz (EWU Faculty), Nancy Birch (EWU Faculty) and Richard Teach (Georgia Tech).

“Strategic Planning and Firm Performance: A Multi-Country Study of Entrepreneurial Firms at the Interface,” by Vincent Pascal (EWU Faculty), Robert Schwartz (EWU Faculty) and Jonathan Deacon (United Kingdom).

“Native American Entrepreneurship,” by Daniel Stewart (WSU) and Robert Schwartz (EWU Faculty).


Additionally, Robert Schwartz and EWU Professor Sandra Christensen have written two papers that have been accepted for publication in the International Journal, Simulation and Gaming: An Interdisciplinary Journal of Theory, Practice and Research. They are:


“The Slippery Slope,” by Sandra Christensen, Robert Schwartz and Richard Teach.
Small Business and Entrepreneurship Seminars

In October 2003 the Business Resource Center (BRC) developed and began delivery of a series of monthly “Incubator without Walls” seminars, addressing the business planning needs of entrepreneurs and small firms. The BRC continues to present these seminars, focusing on accounting, legal, marketing, and other significant business planning issues. These seminars have now been expanded to be conducted throughout the year and with the new Coleman funding will lead to the “Certificates in Entrepreneurship” program beginning in fall 2005.

In a joint effort with Gonzaga University and Whitworth College, EWU offered a series of free seminars during winter quarter of 2005, in which senior level Spokane professionals conducted an hour and a half discussion related to a diversity of small business and entrepreneurship topics.

JRME

The international entrepreneurship journal, the Journal of Research in Marketing and Entrepreneurship, is now housed at EWU. Dr. Robert Schwartz serves as Executive Editor. Dr. Patricia Nemetz-Mills is the Case Editor. Drs. Vincent Pascal, Vance Cooney, and Sandra Christensen also serve as reviewers. The journal is one more step in the internationalization of EWU's College of Business activities and is available online at: www.ewu.edu/jrme

CBPA/CEA and AHANA Received Joint CTED and CDBG Grants

A recently awarded Community, Trade, and Economic Development (CTED) operational grant, has allowed the African-American, Hispanic, Asian and Native-Americans business and professional organization (AHANA) and EWU to increase the capacity of the AHANA incubator to accommodate clients; to increase daily management support services for client organizations; and to provide increased educational and training services for client businesses. Additionally, a new Community Development Blocking Grant (CDBG) is to be awarded to AHANA and EWU to extend this support. EWU is delighted to be more directly involved with AHANA and looks forward to continuing to assist in its mission “to improve the economic status and enhance the quality of life of AHANA communities. . . .”

Spokane Neighborhoods

The CBPA has a long history of working on economic development matters with the Spokane community. Last year the CEA completed a major study of the Hillyard area related to the efficacy of the use of a distribution incubator for economic development.

This year the CEA/BRC began a year long strategic analysis of a variety of issues of import to the Hillyard community. The outcome of this study is meant to assist in firm and job creation for the area. As in the past, the City of Spokane is a partner in this endeavor.

The CEA has also organized the Spokane Neighborhood Business Association (SNBA), an association of the business groups and businesses in Chief Garry, Hillyard, East Central and West Central. The SNBA continues to meet, discussing topics of mutual interest to all four neighborhoods.
CBPA to Receive Coleman Grant

EWU’s CEA has worked with community leaders in Spokane’s economically distressed neighborhoods to revitalize the economic base in each of these neighborhoods.

The Coleman Foundation has approved a grant of $215,000 to be disbursed over a period of three years to support a new entrepreneurship professor. EWU is fully supporting this new tenure-track position.

Enhanced programmatic components resulting from the increased funding and new professor will include a dual track entrepreneurship certificate, one for experienced persons wishing to learn better how to put together a business utilizing a business plan. The other is for persons with limited experience who wish to do the same.

We are excited about having a second entrepreneurship professor and being able to provide college-based (non-credit) education that does not exist elsewhere in the Inland Northwest.

Paul Wham Retires/Begins Again

Paul Wham has given us his wisdom and knowledge about what has made him the huge success he was in business. Now after three years as our Entrepreneur in Residence, he is leaving to begin again with a local Spokane area firm. Paul has been supportive of the CEA and EWU in many ways and we will miss him. Our students who heard him in a classroom; our attendees at various seminars; our business plan competition students; and the EWU community at large, are in his debt. All of us at EWU are appreciative of his efforts on our behalf. We wish him well!

Our Graduate Research Assistants

The strongest link in the CEA chain is our student research assistants:

- Matthew Ashton, JD/MBA
- Katrin Lippoldt, MBA
- Nola Lloyd, MPA
- Jon Panamaroff, MPA
- Douglas Wiechmann, MBA

Each are graduating and going off to new places. Without their assistance there would have been much less accomplished. We are most appreciative of what they have given us and we wish them well.