Over the past decade, the 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, it 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. The BRC is the hub for these activities and since its inception, has exceeded its original goals and objectives.

Inside this issue:

- Herbert B. Jones Grant
- Business Plan Competition
- Hillyard
- Seminars
- CBPA/CEA & AHANA
- JRME
- CBPA Publications

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

Entrepreneur of the Year (May 3, 2005 • 7:30 AM – 9:00 AM • Save the Date!)

Please join us at the Red Lion Hotel at the Park for the 2005 Entrepreneur of the Year Event. Our 2005 Entrepreneur of the Year is C. Thomas Thompson. Thomas was a student athlete at EWU in the late 1960’s and early 1970’s, holding several long football records for passing that stood for 20 years. Thomas began his career with a 12-year apprenticeship at Jack in the Box. During that time he married his wife Stella, also a restaurateur and together they invested in seven Carl’s Jr. restaurants. In 1984 he moved into the management of the parent organization, joining them to be President and COO of CKE Restaurants, Inc. In 1998 Thomas was named the Nation’s Restaurant News Chain Leader Operator of the Year, having helped raise their stock value from $3 to $46 over that time period. In 2000 he left the parent firm and moved back to the franchise organization which was named one of the top 50 franchisees of the year. For information regarding the event please contact Sharlene Bozanich at: 358-2242.

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. 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 and 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.
Jones Grant — Joint CEA/BRC Awarded Two Additional Years

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

With the additional funding EWU’s BRC will continue 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.

Sanchez said, in 2005 “the BRC will continue its outreach to the communities of the region, seeking to assist new businesses and individuals with new business ideas, to provide them with the tools to help them flourish.”

Business Plan Competition

An additional $20,000 has been given by the Jones Foundation to support the upcoming 2004-2005 business plan competition being planned in collaboration with Gonzaga University and Whitworth College. The grant is for all three academic institutions and supports the ongoing collaboration of the three.

The business plan competition has 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.

At present there are 13 EWU entries, up from 4 from the 2003-2004 competition, indicative of an ambience of entrepreneurship that EWU is helping both to support and to develop.

Hillyard

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, an association of the business groups and businesses in Chief Garry, Hillyard, East-Central and West-Central. The organization continues to meet, discussing topics of mutual interest to all four neighborhoods.
Winter 2005 Small Business and Entrepreneurship Seminars

In a joint effort with Gonzaga University and Whitworth College, EWU offers a series of free seminars in which senior level Spokane professionals conduct an hour and a half discussion related to their specific topics. The seminars cover a diversity of small business and entrepreneurship topics.

- **January 12** — “Entrepreneurship” in the Riverpoint Auditorium on the EWU Riverpoint Campus
- **Guest Speaker** — Joe Dinnison, Hotel Lusso
- **January 19** — "Marketing and Assessing the Competition" in Weyerhaeuser Hall on the Whitworth Campus
- **Guest Speaker** — Nigel Davies
- **January 26** — "Business Legal Affairs" in the Riverpoint Auditorium on the EWU Riverpoint Campus

**Small Business 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 presented the seminars over the last year focusing on accounting, legal, marketing, and other significant business planning issues. These seminars have 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. Our “Incubator without Walls” seminar dates are as follows:

- **January 29** — Business Legal Issues
- **February 2** — "Accounting for your Business" in Weyerhaeuser Hall on the Whitworth Campus
- **Guest Speakers** — Jack Gambill, Whitworth Entrepreneurship Program
- **Doug Laher**, Whitworth Entrepreneurship Program
- **February 9** — "Human Capital" in the Riverpoint Auditorium on the EWU Riverpoint Campus
- **Guest Speaker** — Randy Long, Blackrock Development
- **February 16** — "Early Stage Financing" in the Riverpoint Auditorium on the EWU Riverpoint Campus
- **Guest Speakers** — Norm Leatha, Delta Angel Group
- **February 23** — "Business Planning, Putting it All Together" in the Riverpoint Auditorium on the EWU Riverpoint Campus
- **Guest Speaker** — Mike Estess, Senior Business Development Officer, Northwest Business Development Association
- **February 26** — Small Firm Accounting
- **March 26** — Financing Your Dream

For additional information regarding the seminars contact Courtney Jensen at: 328-2255.

CBPA/CEA & AHANA Receive Joint CTED Grant

A recently awarded CTED operational grant, will allow AHANA and EWU to increase the capacity of the AHANA incubator to accommodate additional clients, to increase daily management support services for client organizations, and to provide increased educational and training services for client businesses and additional professional consultation for the incubator.

EWU is delighted to be more directly involved with AHANA and looks forward to assisting AHANA in its mission “to improve the economic status and enhance the quality of life of AHANA communities...” For additional information about AHANA go to: www.ahanabusiness.org
Dr. Schwartz was honored to be selected by the editorial board and senior editors of the international entrepreneurship journal, the Journal of Research in Marketing and Entrepreneurship, to be its new editor for 2005 – 2007. Bob served as a special editor for the 2004 edition and now will be responsible for 2005 forward. Possible publication by the EWU press is being discussed. This result is one more step in the internationalization of EWU’s College of Business activities. The journal will soon be available online at: www.ewu.edu/jrme

Presentations, Publications, Journals, Refereed Proceedings

Publications and presentations are numerous by CBPA faculty in the entrepreneurship area. Included below are past and future papers:

**Journals:**

- **2004:** Book Review, Intrapreneurship by Schwartz (EWU Faculty), Morris and Kuratko, International Journal of Entrepreneurial Behavior and Research Publication, pending
- **2004:** A Longitudinal Study of Entrepreneurial Firms Opportunity Recognition and Product Development Management Strategies: Implications by Firm Type by Schwartz (EWU Faculty), Teach and Birch (EWU Faculty), International Journal of Entrepreneurial Behavior and Research, accepted and presented at the 2004 Babson College on Entrepreneurship Research conference

**Pending:**

- **2004:** The Efficacy of the Use of Business Incubators for Economic Development by Schwartz (EWU Faculty), Teach, Eager (EWU Faculty), Sanchez (BRC Director) and Lippoldt (Student), Journal of Small Business and Enterprise Development
- **2004:** E-Commerce Europe: 2003 with Gorton (MBA Director), Lippoldt (Student), Lippoldt (Student) and Schwartz (EWU Faculty), Journal of Small Business and Enterprise Development

**Refereed proceeding meetings submitted/accepted:**

- For 2005 ICSB: Sarbanes-Oxley: The Chilling Affects on Entrepreneurship by Stephens (EWU Faculty), Schwartz (EWU Faculty) and Ashton (Student), pending
- Entrepreneurship and Economic Development in Distressed Neighborhoods: Distressing Outcomes by Eager (EWU Faculty), Sanchez (BRC Director) and Schwartz (EWU Faculty), pending
- Ethical Entrepreneurship: An Oxymoron? by Keogh-Hoss (EWU Faculty), Christensen (EWU Faculty) and Schwartz (EWU Faculty), pending

**Cross Elasticity of Demand: A New Algorithm by Murff (EWU Faculty), Teach, and Schwartz (EWU Faculty), accepted**

**Other works to be submitted:**

- The Rise and Fall of Dot-Coms: A Relationship between Failure and Strategic Persistence by Miller, Schwartz (EWU Faculty) and Teach
- Cross Elasticity of Demand: A Simulation Algorithm by Schwartz (EWU Faculty), Teach and Murff (EWU Faculty)
- Longitudinal International Study of E-Commerce by Cooney (EWU Faculty) and Schwartz (EWU Faculty)
- Firm capitalization by Gorton (MBA Director), Kiefer (EWU Faculty), Grinder (EWU Faculty) and Schwartz (EWU Faculty)