



BOARD OF REGENTS REPORT ITEM

December 8, 2010

Open Session

Report on Global Entrepreneurship Week 2010

Monday, Nov. 15, 2010

Delatorro McNeal II – Rules of the Game

Delatorro L. McNeal II, entrepreneur, author and internationally renowned public speaker from Tampa, FL, presented the keynote address in Glenn Auditorium to over 275 students and guests. McNeal's address was titled "Rules of the Game: How to Write Your Own Ticket in College and Beyond."

As an additional service to the region, McNeal also provided presentations to 95 third and fourth grade students at Jefferson Elementary in Cape Girardeau, and to 450 juniors and seniors at Sikeston High School. The focus of these presentations was the importance of a college education and an entrepreneurial mindset.

Imagine It! Innovation Challenge

The Imagine It! Innovation Challenge mystery object was unveiled by President Ken Dobbins. The competition is open to Southeast student teams and challenges them to create as much value as possible using an assigned, everyday object. Teams have five days to create value – economic or social – from the object. This year's object was a compact disc. Over 60 teams involving an estimated 200 students submitted competition videos. Prizes were awarded to one team in four categories, and winners were showcased at the award ceremony on Nov. 19.

Guest on Campus – David Kerr, Missouri Director of Economic Development

Director Kerr was invited to provide remarks at the opening ceremony and to spend the rest of the day to hear about various programs at the University, and see firsthand the excitement and energy surrounding our entrepreneurship program. The director attended the opening ceremony, received tours of the Southeast Innovation Center, School of Polytechnic Studies, and River Campus. He was honored at a reception and dinner.

Tuesday, Nov. 16, 2010

Agriculture Entrepreneurship

Entrepreneurship in agriculture was the focus at an event featuring a series of short presentations titled "Know Local, Buy Local, Eat Local", in the 4-H Building on the SEMO District Fairgrounds. The Agricultural Entrepreneurship program featured local producers and resource providers and including local specialists discussing marketing strategies for small growers, organic producers and agri-tourism destinations. Jones Heritage Farms founder Gerry Jones shared his story of how he developed his unique business model. Jones Heritage Farm catered a local foods breakfast to kick off the morning. The event was attended by 65 members of the agriculture community and students.

Wednesday, Nov. 17, 2010

Entrepreneurship in the Arts

"Art and Innovation" was the topic of a presentation by Sharon and J. Kim Tucci of St. Louis, MO. They shared their perspective on how artists can be successful arts entrepreneurs at noon in the Donald C. Bedell Performance Hall on the River Campus. J. Kim Tucci has served as chairman of the board of Cinema St. Louis, chairman of the Missouri Film Commission, and president of the St. Louis International Film Festival. He is also co-founder of the Pasta House Co. restaurant. Sharon is founder of TalentPlus Inc., the first American Federation of Television & Radio Artist (AFTRA) Screen Actors Guild commercial talent agency in St. Louis. The event was attended by 275 students and guests.

Fault-Line Film Festival

A new event created for this year's Global Entrepreneurship Week was the Fault-Line Film Festival. The festival is designed to advance creativity and innovation through filmmaking. The competition tested students' imagination, creativity, and teamwork as they developed eight-to-ten minute short films. The Festival featured two competitions. The Fault-Line Invitational provided the opportunity for script writers, actors, and production and editing technicians to compete for spots on film making teams. The Invitational competition began on Monday, Nov. 1. The Fault-Line 48-Hour Frenzy was for the freelancer looking for a creative challenge.

Awards and winning films were announced and screened at the Fault-Line Film Festival Award Ceremony following the Tucci's keynote presentation. A larger number of selected films were screened at the Fault-Line Film Festival Gala at 7 p.m. in the Rose Theatre. Audience members voted on an Audience Choice award and refreshments were served. The Gala was attended by 250 students and guests.

Thursday, Nov. 18, 2010

Pathways to Entrepreneurship

"Locals Who've Launched: A Panel Presentation" featured local entrepreneurs Andy Schwartz, Chris Edmonds and Laurie Everett as they shared their experiences launching their successful ventures from scratch. The panel discussion was held at noon in Glenn Auditorium. The event was attended by 175 students and guests.

Friday, Nov. 19, 2010

Awards Ceremony for Sustainability at Southeast: An Idea Competition, and Innovation Challenge Competitions

Sustainability at Southeast Idea Competition was held that seeks innovative and practical ideas on how the University community can most effectively make progress toward development of a campus culture of sustainability. Written submissions were received by 1 p.m. on Wednesday, Nov. 17, and were evaluated for merit in three areas – innovation and originality, practicality and feasibility, and significant impacts on a large portion of the University community. Awards and prizes were announced alongside the Innovation Challenge awardees at noon in Glenn Auditorium.

Saturday, Nov. 20, 2010

Women Inspiring eNtrepreneurship (WIN!)

Global Entrepreneurship Week came to a close with the Women Inspiring eNtrepreneurship! (WIN!) Conference. Brenda Warner, author, mother, philanthropist, and wife of football icon Kurt Warner, presented the keynote address, "WIN!ing the Game." Over 100 women attended from throughout the region and participated in a variety of short, fast-paced discussions and activities that offer practical advice, motivational messages from successful entrepreneurs and networking opportunities, inspiring attendees to put their ideas into action.