



What's your **BIG** idea?
take it on!

EntrepreneurshipWeek **USA**
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Chapman University Leatherby Center for Entrepreneurship Leads the Nation in Launching National Entrepreneurship Week USA with an Entrepreneurs' Film Marathon on February 23, 2007 at 9:00 p.m. PST (Midnight EST)

Education of the Next Generation of Entrepreneurs and Innovators



Orange, CA, February 8, 2007 – Community leaders from across California have been working on ideas for local events aimed at students, entrepreneurs, and the public to take place during the nationwide *EntrepreneurshipWeek USA* -- February 24 through March 3, 2007.

Within The Week, regional organizations ranging from businesses to schools to nonprofits will be encouraged to conduct activities, such as open houses, seminars, meet-and-greets with successful entrepreneurs to encourage all people to explore their entrepreneurial potential.

"This is not one event happening at just one location," said P. K. Shukla, Director of the Leatherby Center for Entrepreneurship and Business Ethics at Chapman University. "Everybody can do something to promote entrepreneurship."

The goal of *EntrepreneurshipWeek USA* nationwide is simple: Increase public awareness of entrepreneurship. On a national basis, the week is sponsored by The Ewing Marion Kauffman Foundation, Inc. magazine and The New York Times.

In Southern California, the initial event planning push came from P. K. Shukla, who is serving as an *EntrepreneurshipWeek USA* California Ambassador. Shukla is also a member of the Consortium for Entrepreneurship Education's California State Leadership Team to promote entrepreneurship.

One of his goals, Shukla said last week, is opening the eyes of teens and young adults to the unlimited possibilities of ways to create value for society through entrepreneurship, including creating their own business, developing a new product, or implementing a creative solution to a local problem.

Development of entrepreneurship in California, particularly in the younger generations that identify with the desire to make a positive impact on the world, is a key piece of the state's economic future, Shukla said.

Chapman University will lead the nation in the official start of Entrepreneurship Week Friday evening February 23, 2007 at 8:30 p.m. with a "New Year's Eve type" 30 minute countdown to 12:00 a.m. midnight EST. At exactly midnight EST and 9 p.m. PST on February 23, 2007, an Entrepreneurs' Film Marathon will be started in Beckman Hall. The event is free and open to the public. The films selected all involve an entrepreneur as the main character and the titles were identified by *Entrepreneur* magazine on their website www.entrepreneur.com as the best films (some winning Oscars) that they recommend for future entrepreneurs. Guest entrepreneurs will share their views on the films and answer questions from individuals interested in entrepreneurship.

"Chapman University has an excellent Dodge College of Film and Media Arts, it is Oscar Awards weekend, and we wanted to kickoff the launch of *EntrepreneurshipWeek USA* with something really special and different," stated Shukla. "We will also have other events during the week such as lectures, business idea contests, and activities with our entrepreneurship student organizations (SIFE and CEO)," stated Shukla. "We are very excited about this week and the activities that we will be involved with," said Andrew Hinger, President of SIFE. Hinger also stated that SIFE and CEO members look forward to alumni and business leaders attending the film marathon also.

The Leatherby Center for Entrepreneurship and Business Ethics has expanded entrepreneurship services and offerings for students, alumni, and the Orange County Business community. The Center located within the Argyros School of Business and Economics has received national and global recognition for the excellence of its programs:

Ranked #15 nationally in 2006 by The Princeton Review and *Entrepreneur Magazine* for undergraduate programs in Entrepreneurship out of 700 programs reviewed.

Mike Brown, 2006 Chapman University alumnus, received the 1st Place Global Student Entrepreneur Award from EO (Entrepreneurs' Organization).

P. K. Shukla, Director of the Leatherby Center, received the 1st Place Best Faculty Advisor Award out of all national and global Collegiate Entrepreneurs' Organization chapters at the 2006 CEO National Convention.

With the theme, "What's Your Big Idea? Take it On!," the *EntrepreneurshipWeek USA* initiative is designed to serve as an inspiration for young people to think creatively and to turn their ideas into action – whether that means starting a new business, developing an innovation for an existing company or solving a problem that makes society better. Official events are being planned in cities across the country, including in Washington, D.C., where the focus will be on the importance of policy to the nation's entrepreneurs.

There are over 1,000 colleges, universities, and other organizations partnering with *EntrepreneurshipWeek USA*. "We are delighted with the leadership and expertise that local organizations bring to *EntrepreneurshipWeek USA* as program partners," said Carl Schramm, president and CEO of the Kauffman Foundation. "Educating our young people about entrepreneurship and reinforcing the value that entrepreneurs and innovators bring to our economy is critical to America's long-term prosperity – more so now than ever before."

According to Kauffman Foundation research, 41 percent of children ages 9 -12 say they would like to start their own business. "Young people have a natural desire for the independence and control that come with

owning a business and being their own boss,” Schramm said. In national surveys of high school students, 70% state a desire to own their own business someday.

Small Business Administration estimates show 700,000 new companies with employees were created in 2006; this is the highest number for any year tracked. CNNMoney.com reported that “not only are more Americans launching small businesses, but most others are dreaming about it: Sixty-six percent of respondents in a 2006 Yahoo Small Business and Harris Interactive survey said they wanted to start a company someday; 37% of those said they hoped to do so within the next five years.”

Entrepreneurship is a driving force of the U.S. economy. During the past 15 years, businesses less than five years old have accounted for about 70 percent of the net job creation in the United States. However, while America presently maintains the edge as an entrepreneurial society, there are clear signs of massive economic competition from abroad. Future Americans will need to be generating more ideas and better innovations if the United States is to stay ahead of the large populations of educated citizens in emerging and globally savvy economies.

For more information about the Chapman University Entrepreneurs' Film Marathon contact the Leatherby Center for Entrepreneurship and Business Ethics at shukla@chapman.edu or (714) 997-6817.

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