

Introduction

Entrepreneurship is the act of being an entrepreneur, which can be defined as "one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods". This may result in new organizations or may be part of revitalizing mature organizations in response to a perceived opportunity. In recent years entrepreneurship has been documented by scholars such as David Audretsch to be a major driver of economic growth in both the United States and Western Europe.

Entrepreneurship drives the economy; without it, the economy fails because nothing is making it grow and develop. Entrepreneurship leads to new products, new ideas and new businesses, which lead to more businesses and business opportunities. According to the Bureau of Labor Statistics (BLS), www.bls.gov, businesses started through entrepreneurship are constantly changing and expanding and make up about 75% of new businesses each year.

Entrepreneurs are a different set of people. They often see things that others fail to notice. They endeavor to bring about change and foster growth. They believe in themselves. Entrepreneurship propels them to strive and move forward, to get to where they want to be.

The Forty-Fifth Annual

J. Walter Porter Forum

Friday, October 14, 2011

Louisiana Entrepreneurship Developing Small Businesses

*Entrepreneurs don't see
problems...they see opportunities.*

Sponsored by the School of Business and made possible by the endowment established by the family and friends of the late J. Walter Porter in recognition of his interest in improving the image of business as a career field for college students and of his concern for moral and ethical standards as expressed in his philosophy of business. The forum is an effort to translate the textbook into practice by bringing capable, successful business executives to the campus to speak on selected topics in their area of expertise.

*School of Business
Northwestern State University
Natchitoches, Louisiana*

Schedule of Events **2011 J. Walter Porter Forum**

Russell Hall, Room 107

9:00 a.m.

Margaret Kilcoyne
Introduction

9:05 a.m.

Dr. Randall Webb
Welcome

President
Northwestern State University

Mary Taurman

Senior Vice-President of Program Services

9:15 a.m.

Clayton J. White
South Coast Angel Fund

9:45 a.m.

Questions & Answers

10:00 a.m.

Julie Cotner
Venyu

10:30 a.m.

Questions & Answers

10:45 a.m.

Break

11:05 a.m.

Czarina Walker
InfiniEdge

11:35 a.m.

Questions & Answers

12:00 noon



Lunch – Natchitoches Room

12 Noon

The Natchitoches Room

Luncheon

(Guests, Speakers, Faculty, Dean's Advisory Board
Members, and School of Business Seniors)

J. Walter Porter
(1900-1965)

A native of Kaufman County, Texas, Mr. Porter graduated from Texas A&M, class of 1922, and earned a Master's Degree in Civil Engineering at Harvard in 1924. In 1931, he helped organize the Gifford-Hill Pipe Company in Grand Prairie, Texas. Mr. Porter saw the need to sell business to the college and to bridge the gap between the college campus and industry. Mr. Porter felt that many people in the academic, professional, governmental, and even in the business world, fail to understand the workings of the competitive system and the motivating force behind it. He was determined to contribute to a better understanding of that system among his own

employees, associates, and where he could, on college campuses. His death came on the eve of a scheduled three-day lecture program at Southwestern College in Winfield, Kansas. The J. Walter Porter Forum is a continuation of his efforts to increase this understanding.

This year's speakers are...

Clayton J. White-South Coast Angel Fund

The South Coast Angel Fund LLC (South Coast) is a member-managed angel capital fund designed to utilize the capital, resources, and expertise of its members to invest in entrepreneurial, early-stage companies, primarily within Louisiana and the Gulf Coast community. Clayton White has over 25 years experience in legal, finance, budgeting, management and strategic planning for start-up and early-stage companies. He has taken companies through the venture capital process and successful exits.

Julie Cotner-Venyu

Julie Cotner is the Territory Manager for Venyu, providing industry-leading solutions such as cloud hosting, online data backup, virtualized disaster recovery, managed hosting, and co-location. She is a creative high-energy professional and powerful innovative strategist with a broad perspective of business knowledge including 18-years experience encompassing sales and marketing, customer service and public relations.

Czarina Walker-InfiniEDGE

Walker is the founder and chief executive officer of InfiniEDGE Software, which is located in Prairieville. At 19, she founded a custom software development firm to allow her to develop business software applications for many diverse industries simultaneously. Word of her commitment to successful technology projects spread and her company's development experience grew to include specialized process, engineering and biological research projects for growth oriented private corporations, government agencies, and several Fortune 500 companies.