

FOR RELEASE: Immediate

Mailed Oct. 16, 1987

YOUNGSTOWN, Ohio - Educators from the U.S. and Canada will be attending the 11th annual Conference on the Teaching of Foreign Languages from 8:30 a.m.-5 p.m. Oct. 30 and 9:30-noon Oct. 31 in Youngstown State University's Kilcawley Center.

The event is sponsored by YSU's Department of Foreign Languages and Literatures in association with the Office of Continuing Education. It is open to teachers of foreign language on all levels of education as well as administrators and others interested persons. Some 300 are expected to attend.

The conference is designed to provide language teachers and others with an opportunity to learn new approaches and techniques, as well as to inform them about recent developments in promoting and improving language courses.

Participants will choose from 46 different workshops and sessions presented by experienced teachers and scholars from area school systems, YSU and many other colleges and universities.

This conference has been approved for six-tenths of Continuing Education Units. Registration fees, which cover the cost of participation, materials and refreshments, are \$28 for general participants and \$10 for full-time students with a current I.D.

(more)

2--foreign language

The Friday conference luncheon, which is optional, requires an advance registration at a cost of \$7 per person. There will be free parking for registrants.

In conjunction with the conference, the Northern Ohio Chapter of the Association of American Teachers of Spanish and Portuguese will attend a luncheon Saturday and hear an address on "View of Modern Columbia" by Dr. Servio Becerra of Austintown, assistant professor of foreign languages at YSU.

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YOUNGSTOWN, Ohio - Statistics show that of the 500,000 small businesses started each year, 400,000 of them fail.

These figures don't intimidate Dr. Gary L. Benson, the Monus Professor of Entrepreneurship at Youngstown State University's Warren P. Williamson, Jr. School of Business Administration.

The chair was approved Dec. 19, 1986 with a \$300,000 endowment from Michael I. Monus, local business executive and member of the YSU Board of Trustees. The program is designed to build on the small business management base established in the School of Business.

Dr. Benson plans to establish an entrepreneurship program which is creative enough to capture the interest of those people who are entrepreneurs "by spirit." He particularly urges YSU students who may be majoring in fields other than business to consider taking the course. But, he emphasized, the program is open to any interested persons in or out of college.

Dr. Benson cited "Famous Amos" of chocolate chip cookie fame as a typical entrepreneur personality who became bored with school, dropped out, and yet became immensely successful.

He noted that there is often a high dropout rate among "entrepreneur types" because they become bored with college and fail to see any relevancy in the classes offered to them.

MORE

With this in mind, Dr. Benson plans to be a "little nontraditional" in his teaching methods and to "reach out beyond the traditional business education."

According to Dr. Benson, an increasing number of colleges are beginning to offer studies in entrepreneurship. He believes this type of program is particularly important in cities such as Youngstown where the large corporation and industry base is continuing to shrink and jobs in small businesses are continuing to increase.

Dr. Benson is sure that the entrepreneurship major at YSU can create more jobs in the Youngstown area because people are more prepared to start their own small businesses, and large corporations will be more willing to create branch companies.

For instance, Dr. Benson plans to establish an entrepreneur "assessment center" where companies could send employees in order to gauge their entrepreneurship abilities. He noted that some large companies now encourage employees to be inventive and, when possible, help them establish a smaller company to manufacture their invention. In this way, both the employee and employer benefit.

Dr. Benson is also planning a "boot camp" as a summer program for teenagers to demonstrate the "legitimacy of entrepreneurship and small business." Another type of "boot camp" could be offered for persons who are planning to start their own business, but who have not had the opportunity to study business operations.

He said an additional program may be initiated in conjunction with YSU's Continuing Education program for those interested in forming a small business, but not in obtaining a four-year degree.

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Dr. Benson is currently involved in setting up competitions in his courses in which companies sponsor students to come up with innovative plans and designs for new businesses. An entrepreneurship club may be on the horizon for business students. It would provide information about grants, scholarships and competitions for enterprising students.

If there is evidence of "sufficient student interest," he said an academic major in entrepreneurship might be established in the 1988-89 academic year.

Dr. Benson plans to accumulate data on how much interest there is in such a major by sending a questionnaire to the 1,500 declared business majors, and also to the faculty in YSU's Business School.

Dr. Benson graduated from Brigham Young University in 1971 with a bachelor of science degree. He obtained a master's degree in public administration from BYU in 1972. In 1977 he earned a doctorate in business administration from Arizona State University. For the last year, Dr. Benson has run a management and marketing consulting firm in Utah.

By Erika Hanzely- YSU News Service

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