

CURRICULUM VITAE

Dr. Deborah H. Streeter

BRUCE F. FAILING SR. PROFESSORSHIP OF PERSONAL ENTERPRISE
Charles H. Dyson School of Applied Economics & Mgmt
Cornell SC Johnson College of Business
College of Agriculture & Life Sciences
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BACKGROUND

Education

Ph D, University of Wisconsin, Madison, 1984.

MS, University of Wisconsin, Madison, 1980.

BA, University of Connecticut, Storrs, CT, 1975.

Academic Ranks

Full Professor:	2003
Associate Professor:	1992
Assistant Professor:	1985

Primary Departmental/Unit Program Area

Charles H. Dyson School of Applied Economics & Mgmt.
Cornell SC Johnson College of Business

Areas of Expertise (keywords)

Research Keywords: entrepreneurship, entrepreneurship education, risk in entrepreneurial teams, lean startup, women in leadership

Professional Positions

Professor, Cornell University, Ithaca, NY, USA. (2003 - Present).

Bruce F. Failing, Sr. Professor of Personal Enterprise, Cornell University, Ithaca, NY, USA. (1995 - Present).

Sabbaticals and Study Leaves (year, project, location)

2010-2011

Sabbatic project was creating a platform for a digital case study and writing several cases.

2017

Digital media projects in entrepreneurship.

Honors and Awards

Advanced to second round, Robert Foster Cherry Award for Great Teaching, Baylor University (national competition).

External Advisory Council for Lehigh's Baker Institute for Entrepreneurship, Creativity and Innovation and Integrated Product Development Program., Lehigh University. (2012).

Cornell eClips selected for inclusion in Social Entrepreneurship Teaching Handbook, Ashoka. (2010).

MERLOT Award for Exemplary Online Learning Resources – MERLOT Classics 2010, MERLOT. (2010).

Publication (Business Planning for Value-Added Agriculture) selected for inclusion in Land Access Forum, Greenhorn (national non-profit). (2010).

TenGoodMinute – award: eCollegeFinder's Top 50 Career Advocates, <http://www.ecollegefinder.org/careeradvocate.aspx>. (2010).

Olympus Innovation Award, Olympus Corporation and National Collegiate Inventors and Innovators Alliance. (2007).

The Constance E. Cook and Alice H. Cook Recognition Award, Cornell University. (2005).

Professor of Merit. (2002).

Excellence in College and University Teaching, National Food and Agricultural Sciences. (2001).

Donald C. Burgett Distinguished Advisor Award (2001)

Outstanding Educator for having influenced a Merrill Presidential Scholar. (1996,1999, 2003).

Stephen H. Weiss Presidential Fellow. (2000).

SUNY Chancellor's Award for Excellence in Teaching. (2000).

CALS Innovative Teacher Award, CALS. (1999).

GRANT SUPPORT

Contracts, Grants and Sponsored Research

STREETER, D. H. (PI), 65818, "ASSESSING BUSINESS PRESENTATIONS", CALS - College Of Ag. & Life Sciences, CALS AEM Management/Business, EWING MARION KAUFFMAN FDN, EWING MARION KAUFFMAN FDN, Non-Profit Foundation, Proposal, Proposal Not Funded By Sponsor, \$67,499.00, Organized Research, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=65818&awdPropID=P001>. (osp: January 4, 2013, sent: September 15, 2011, start: October 1, 2011, end: July 31, 2012).

STREETER, D. H. (PI), 49852, "NEW YORK INNOVATOR INSIGHTS: USING DIGITAL VIDEO TO SHARE THE EXPERIENCES OF AIC PARTICIPANTS WITH SMALL BUSINESS SUPPORT ORGANIZATIONS AND THEIR CLIENTS", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, NY FARM VIABILITY INST, NY FARM VIABILITY INST, Non-Profit Organization, Proposal, Proposal Not Funded By Sponsor, \$154,540.00, Public Service & Extension, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=49852&awdPropID=P001>. (osp: January 4, 2013, sent: September 12, 2005, start: November 1, 2005, end: May 30, 2007).

GANEM, B. (CO), STREETER, D. H. (PI), 44539, "NATIONAL COLLECTION OF EDUCATOR-CREATED DIGITAL VIDEO ON INNOVATION, CREATIVITY, AND ENTREPRENEURSHIP FOR STEM EDUCATORS", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, NSF, NSF (NSF EHR), 0333473, Federal Government, Proposal, Proposal Not Funded By Sponsor, \$828,048.00, Instruction & Departmental Research, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=44539&awdPropID=P001>. (osp: January 4, 2013, sent: April 21, 2003, start: January 1, 2004, end: December 31, 2006).

STREETER, D. H. (PI), 42424, "NATIONAL DIGITAL LIBRARY ON ENTREPRENEURSHIP FOR STEM EDUCATORS", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, NSF, NSF, 0226127, Federal Government, Proposal, Proposal Not Funded By Sponsor, \$986,434.00, Organized Research, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=42424&awdPropID=P001>. (osp: January 4, 2013, sent: April 16, 2002, start: January 1, 2003, end: December 31, 2004).

STREETER, D. H. (PI), 33440, "WEB BASED TRAINING FOR EVALUATING THE FEASIBILITY OF NEW FARM-BASED ENTERPRISES", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, USDA, USDA (CSREES), Federal Government, Proposal, Proposal Not Funded By Sponsor, \$26,132.00, Public Service & Extension, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=33440&awdPropID=P001>. (osp: February 4, 2013, sent: August 1, 1997, start: January 1, 1998, end: December 31, 1998).

Grant

STREETER, D.H. (Key Personnel). "ICORPS NODE: Upstate NY Alliance for Entrepreneurial Innovation." Funded by NSF, 4.2M. start: 10-01-16, end 10-01-19.

STREETER, D. H. (PI), 52113, "ECLIPS AND THE KAUFFMAN CAMPUSES: SUPPORTING ENTREPRENEURSHIP WITH RICH MEDIA", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, EWING MARION KAUFFMAN FDN, EWING MARION KAUFFMAN FDN, 20070227, Non-Profit Foundation, Award, Award Closed, \$100,014.00, Instruction & Departmental Research, Grant,

- <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=52113&awdPropID=A001>. (osp: January 4, 2013, start: November 28, 2006, end: June 30, 2008).
- STREETER, D. H. (PI), 54397, "ENHANCING TECHNOLOGY ENTREPRENEURSHIP CONTENT IN CORNELL'S ECLIPS", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, NCIIA, NCIIA, 4815-07, Non-Profit Organization, Award, Award Closed, \$24,634.00, Instruction & Departmental Research, Grant, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=54397&awdPropID=A001>. (osp: January 4, 2013, start: September 1, 2007, end: June 1, 2008).
- STREETER, D. H. (PI), 54185, "ECLIPS@CORNELL UNIVERSITY", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, KAPLAN FAMILY, KAPLAN FAMILY, Non-Profit Foundation, Award, Award Closed, \$2,500.00, Instruction & Departmental Research, Grant, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=54185&awdPropID=A001>. (osp: January 4, 2013, start: March 22, 2007, end: December 22, 2007).
- STREETER, D. H. (PI), 51797, "KEEN FELLOWS ECLIPS PROGRAM", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, NCIIA, NCIIA, 3620-06, Non-Profit Organization, Award, Award Closed, \$17,155.00, Instruction & Departmental Research, Grant, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=51797&awdPropID=A001>. (osp: January 4, 2013, start: September 1, 2006, end: June 30, 2007).
- STREETER, D. H. (PI), 52228, "ECLIPS @ CORNELL UNIVERSITY", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, KAPLAN FAMILY, KAPLAN FAMILY, Non-Profit Foundation, Award, Award Closed, \$1,500.00, Instruction & Departmental Research, Grant, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=52228&awdPropID=A001>. (osp: January 4, 2013, start: May 23, 2006, end: February 22, 2007).
- STREETER, D. H. (PI), 49574, "ECLIPS AT CORNELL UNIVERSITY", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, KAPLAN FAMILY, KAPLAN FAMILY, Non-Profit Foundation, Award, Award Closed, \$1,500.00, Instruction & Departmental Research, Grant, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=49574&awdPropID=A001>. (osp: January 4, 2013, start: May 13, 2005, end: February 12, 2006).
- STREETER, D. H. (PI), 49085, "E-CLIPS", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, NCIIA, NCIIA, 2468-05/5, Non-Profit Organization, Award, Award Closed, \$10,000.00, Organized Research, Grant, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=49085&awdPropID=A001>. (osp: January 4, 2013, start: April 1, 2005, end: July 31, 2005).
- STREETER, D. H. (PI), 33386, "FASTTRAC PARTNERSHIP", CALS - College Of Ag. & Life Sciences, CALS AEM Administration, KAUFFMAN FDN, KAUFFMAN FDN, 98-408, Non-Profit Foundation, Award, Award Closed, \$47,500.00, Public Service & Extension, Grant, <https://portal.research.cornell.edu/genQry/dispCorePage.cfm?corePage=awdProp.cfm&prjID=33386&awdPropID=A001>. (osp: February 4, 2013, start: July 31, 1997, end: April 22, 1999).

ACADEMIC RESPONSIBILITIES

Leadership

Faculty Director of Dyson Business Minor for Engineering (2012 to current)

Faculty Director of University-wide Business Minor (2013 to current)

Faculty Director of Dyson Business Minor for Life Sciences (2013-2015)

Chair for the Committee that created the Minor in Entrepreneurship and Innovation.

Teaching Focus

Entrepreneurship, Business Planning, Entrepreneurial Marketing & Strategy, Gender Issues in Business, Leadership, Simulation and Strategy

Teaching Experience

Cornell University

AEM1250, Entrepreneurship and Enterprise Management.

AEM325, PERSONAL ENTERPRISE SM BUS MGT.

AEM 3249 Entrepreneurial Marketing and Strategy

AEM3250, Personal Enterprise and Small Business Management.

AEM3340, Women, Leadership, and Entrepreneurship.

AEM 3381-3302 - Social Entrepreneurship Field Studies.

AEM4360, Entrepreneurial Leadership.

AEM4660, Market Dynamics, Computer Simulation and Modeling.

AEM4940, Undergraduate Special Topics in Applied Economics and Management.

AEM497, INDIVIDUAL STUDY IN AEM..

AEM4970, Individual Study in Applied Economics and Management.

AEM4980, Supervised Teaching Experience.

AEM499, UNDERGRADUATE RESEARCH.

AEM4990, Undergraduate Research.

AEM699, MPS RESEARCH.

AEM700, GRAD INDIVIDUAL STUDY IN AEME,.

AEM7000, Grad Individual Study In Aem, .

AEM7900, Graduate-Level Thesis Research.

AEM8900, Master's Level Thesis Research.

AEM9900, Doctoral-Level Thesis Research.

Graduate Field Membership

Applied Economics and Management

Advising Responsibilities

2015 – 48 undergraduate advisees.

2014 - 45 undergraduate Advisees.

2013 - 40 undergraduate Advisees.

2012 – 38 undergraduate advisees.

2013 - 40 advisees

2014 - 35 advisees

2015 - 37 advisees

2016 - 29 advisees

Professional Advising

Emma Eaton, Daren Bailey, Paige Wagar (Independent Study - Honduras Project) 2016-7

Joe Calderone (Independent Study – Business plan) 2013

Spyrou, Izzy (Undergraduate Theses and Independent Project). (2009)

Laksana, Cindyana (Undergraduate Theses and Independent Project). (2008)

Green, Rachel (Undergraduate Theses and Independent Projects). (2007)

Kurz, Steve (Undergraduate Theses and Independent Projects). (2007)

Shafiq, Farrukh (Undergraduate Theses and Independent Projects). (2006)

Doyle, Rachel (Undergraduate Theses and Independent Projects). (2005)

Lehman, Brendon (Undergraduate Theses and Independent Projects). (2005)

Paskert, Alison (Undergraduate Theses and Independent Projects). (2005)

Doyle, Rachel (Undergraduate Theses and Independent Projects). (2004)

Riley, Jeremy (Undergraduate Theses and Independent Projects). (2003)

Jordan, William (Undergraduate Theses and Independent Projects). (2002)

Parashkevov, Erin (Undergraduate Theses and Independent Projects). (2002)

Belsky, Scott (Undergraduate Theses and Independent Projects). (2001)

Chudacik, Marika (Undergraduate Theses and Independent Projects). (2001)

Lohnes, P.H. Benjamin (Undergraduate Theses and Independent Projects). (2000)

Goldsmith, Howard (Undergraduate Theses and Independent Projects). (1999)

Key, Amanda (Undergraduate Theses and Independent Projects). (1998)

Becker, David (Undergraduate Theses and Independent Projects). (1997)

Chazan, Adam (Undergraduate Theses and Independent Projects). (1997)

Datta, Angie (Undergraduate Theses and Independent Projects). (1997)

Strobel, Tom (Undergraduate Theses and Independent Projects). (1997)

Other Relevant Teaching Activities, Accomplishments, etc.

Led the Dyson Symposium on Women in Leaders

Conference January 2014, September 2014

Helped develop AEM 120 (Introduction to Entrepreneurship)

Provided design/foundation; taught by Dr. Pedro Perez

Helped develop AEM 121

Entrepreneurial Guest Speaker Series

Helped develop AEM 122

Business and Science Guest Speaker Series

Club Advisor

Faculty Advisor for Culture-to-Culture Pals (2011)

Club Advisor

Faculty Advisor for Cornell Business Review (2010 - 2015)

Club Advisor

Faculty Advisor to Cornell Consulting Group (2009 - current)

Club Advisor

Faculty Adviser for Society for Women in Business (SWIB) (2005 - current)

Club Advisor

Faculty Adviser for Mayor Potencial (2014 - current)

Peer review

Assisting a tenure-track faculty members revise and improve teaching approach (2007 - 20)

Extension/Outreach Responsibilities

Key Audiences and Scope of Impact

Building successful new farm enterprises - (2008 - 2012)

Impact Summary: The New York Beginning Farmer Project Leadership Team is coordinating statewide support for all new or aspiring farmers in New York. Our team of educators, farmers, agriculture development specialists, agriculture farm business management planners, bankers,

regulators and USDA staff have built upon past experience and best training practices to improve new farmer training, resources and access to information.

Our website and online courses overcome regional disparities in support, and allow both rural and urban citizens to explore farming as a livelihood and business. Through a new partnership with Heifer International, we are expanding our collaborators and creating a statewide coalition of people working to support new farm start-ups. The resources and regional teams created by this project insure long-term support and sustainability of new farm enterprises in New York.

Case Studies in Commercialization - (2010)

Impact Summary: Discoveries and innovations that are created inside the university can end up trapped there if faculty, staff, and students do not understand the commercialization process. This project studied two companies formed based on Cornell technology to illuminate the process of technology transfer. The information was gathered through extensive interviews and videotaped sessions, resulting in two in-depth case studies that tell the stories from the viewpoints of the players, including the faculty member, PhD student who first ran the company, MBA grad who took the company to its Series A, and the Cornell grad who served as the Chairman of the Board.

TenGoodMinutes - (2008 - 2010)

Impact Summary: TenGoodMinutes is a weekly podcast (exactly ten minutes long!) that features interviews with business experts on career development issues. See <http://tengoodminutes.com>. Topics that we feature include everything from resume skills, interviewing tips, career development and mentoring, preparing for case-based interviews, taking advantage of summer internships, and much more. We have had 29,000 unique visits from 111 countries/territories (U.S., China, and Canada are the top 3). See response section for more information.

Entrepreneurship education for prisoners - (2009)

Impact Summary: I taught in Cornell's Prison Education Program in the fall of 2009. My course was in entrepreneurship and the students did case studies and a mini-business plan on an original idea. Their performance was exemplary. Interacting with this particular student population was a new experience for me and I became aware of how important the program is to society as a whole.

Local foods: Evaluating marketing channel options for small-scale vegetable producers - (2008)

Impact Summary: Using a four-farm case study format, we compare the relative performance of alternative wholesale and direct marketing channels. A channel ranking system is developed to weigh the factors of labor use, sales volume, profit, and risk across market channels to provide insight into the collection of marketing channels that best fits a particular firm's objectives and preferences.

Rich media for business education - (2007-2015)

Impact Summary: eClips is a digital database of 16,000 clips and more than 60 podcasts, focused on entrepreneurship, business, and leadership. The material is based on hundreds of in-depth interviews as well as business presentations. eClips makes it possible for business people (including small business owners and entrepreneurs), educators, and students to find targeted and focused information, because it is organized by entrepreneur, company, demographics, topics, and keywords.

Other Relevant Extension/Outreach Activities, Accomplishments, etc.

Beta site of the Diversity in AEM website

Launched: http://aem.cornell.edu/special_programs/diversity/

eClips

eClips provides business educators, students and entrepreneurs with real-world expert views on topics related to business, entrepreneurship and leadership. Designed for use inside and outside the classroom, the collection is made of up thousands of individualized video clips created from in-depth video interviews with or presentations by entrepreneurs and other experts.

First Professional Women's Forum

Attracted funding from Aramark Corporation to sponsor one of their top corporate trainers to give a weekend workshop on Negotiation.

Second Professional Women's Forum

Invited top executive business coach in Boston, Alisa Cohn, to do a workshop with undergraduate students from across the campus.

OTHER CURRENT PROFESSIONAL ACTIVITIES

Professional Service

Professional Societies

Member, Academy of Management.

Member, Venture Well.

Member, American Agricultural Economics Association.

Member, National Collegiate Inventors and Innovators Association.

Member, United States Association of Small Business Education.

Editorial Boards

Journal

"Agricultural Economics", Editorial Review Board Member.

University Service

Public Engagement Committee (2014-current)

University Hearing Board. (1995 - 1998).

Board Member

Career Development Advisory Board. (2000 - 2001).

Chairperson

Migration for Donna Haeger (2016)

Tenure Committee for Chris Forman (2016)

Ad Hoc Tenure and Promotion Committee. (2011).

Committee in Support of Teaching and Learning. (2000 - 2001).

Committee Member

Weiss Selection Committee.

Economic Development Council for President Skorton. (2008 - 2014).

PCCW Committee on April 2001 Event. (2001).

E@C (Entrepreneurship @ Cornell), Clark Professor Selection Committee. (1997 - Present).

E@C (Entrepreneurship @ Cornell), Selection of Cornell Entrepreneur of the Year Committee. (1996 - Present).

E@C (Entrepreneurship @ Cornell), Strategic Planning Committee. (1996 - Present).

Consortium on Entrepreneurship Education and Research. (2009 - 2010).

Board - BR Incubator. (2008 - 2010).

E@C Celebration Planning Committee. (2008 - 2010).

E@C Advisory Council. (2002 - 2010).

Outside member, Review Committee for Johnson School. (2009).

President's Committee for Task Force on Diversifying the New York State Economy through Industry-Higher Education Partnerships.. (2009).

Codes and Judicial Committee. (2006 - 2007).

Finance Committee. (2002 - 2004).

Senate Financial Policies Committee. (2001).

Provost Committee on Distance Education. (2000 - 2001).

Provost Committee on Conflict of Commitment. (2000).

Senate Financial Policies Committee. (1999).

Faculty Advisor

Cornell Entrepreneur Organization (CEO).

Cornell Business Review.

Cornell's Chapter of Sigma Alpha.

Society for Women in Business (SWIB). (2008 - Present).

College of Agriculture & Life Sciences Service

Committee Chair

Executive Committee for Distance Education. (2000 - 2002).

Committee Member

CALS Vision Committee. (2001 - Present).

Ad Hoc Review Committee. (2011).

Young Faculty Teaching Excellence Review Committee. (2008 - 2011).

Innovative Teaching Award Review Committee. (2007 - 2010).

Physical Sciences Distribution Committee. (2001 - 2002).

AGET Committee. (1996 - 1998).

CISER Computing Committee. (1996 - 1997).

Department Service

Director of Dyson Business Minor for Engineers. (2012 - Present).

Director of Dyson Business Minor for Life Sciences. (2012 - 2015).

Director of University-wide Business Minor. (2012 - Present).

Committee Chair

Tenure and Promotion Review (2016)

Professor of Practice Review (2016)

Tenure and Promotion review - (2014)

Business Review Committee. (2009 - 2010).

Tenure/promotion review - Candidate 1. (2009).

Search Committee. (2000).

Committee Member

BOLD./Diversity Committee (2010 - 2016).

Executive Committee. (2008 - 2015).

Business Advisory Council - Leadership Subcommittee. (2010 - 2011).

Diversity Committee. (2009 - 2011).

Undergraduate Program Committee. (2009 - 2011).

Curriculum review committee. (2009 - 2010).

Planning Strategy Committee. (2009 - 2010).

BOLD Committee. (2008 - 2010).

President's Committee for Task Force on Diversifying the New York State Economy through Industry-Higher Education Partnerships.. (2009).

Review of Promotion and Tenure - Candidate 3. (2009).

Tenure and Review Committee - Candidate 2. (2009).

Diversity Committee. (2007 - 2008).

Tenure and promotion committee. (2001).

Undergraduate Program Committee. (2000 - 2001).

Undergraduate Program Committee. (2000 - 2001).

Search Committee member for ILR. (2000).

Cornell Campaign for CALS. (1999 - 2000).

Departmental Review Committee. (1999 - 2000).

Leadership Committee working on AACSB Accreditation. (1999 - 2000).

Computer Committee. (1998 - 1999).

Liaison to Communications Department

(1999 - 2000).

Official mentor for two young faculty members

Mentor. (2009 - 2012).

Oversaw media creation for conference

Ag. Marketing Media. (2008 - 2010).

Senior Faculty

AEM Program. (2008).

new Program Leader position

Program Leader in Management. (2011 - 2014).

OTHER CURRENT PROFESSIONAL CONTRIBUTIONS

Presentations Given

Streeter, D.H. "Incubators, Accelerators and Metrics", Deshpande Conference, Lowell Mass (2017)

Streeter, D.H. "Entrepreneurship and Innovation in Changing Markets," Farm Credit East, June 12, 2016.

Streeter, D.H. (panel with Susan Fleming and Michele Williams. "Stereotypes and Biases in the Entrepreneurial Ecosystem," Rev Conference on Women in Entrepreneurship. Feb. 5, 2-17

Streeter, D.H. "Making Sense of the Business Minors." Presented to the Agribusiness Advisory Council Mar. 16, 2016.

Streeter, D.H. "Using the BMG Canvas with your Client." Workshop presented to the Cornell Consulting Group.

Streeter, D. H., Annual meeting, "Cash Flow is Queen – It's All About the People", National Consortium of Inventors and Innovators Association, California. (2010).

Streeter, D. H., Annual meeting, "Panel: Is Technology the Answer for Education?", Global Consortium of Entrepreneurship Centers, Penn State. (October 19, 2010).

Streeter, D. H., Invited Presentation, "Effective Use of Digital Stories in Teaching", University of Birmingham, UK, Birmingham, UK. (April 30, 2010).

Kher, R. (Presenter & Author), Streeter, D. H. (Author Only), Just, D. R. (Author Only), National Collegiate Inventors & Innovators Alliance 14th Annual Conference, "Venture Creation and Entrepreneurship Education: An Assessment of the Cornell Entrepreneurship Program", National Collegiate Inventors & Innovators Alliance, San Francisco, CA. (March 25, 2010).

Streeter, D. H., Trustee Council Weekend, "Cornell eClips: Reaching Across the Globe", Cornell, Ithaca, NY. (October 20, 2009).

Streeter, D. H., Parent's Weekend, "Effective Use of Technology in Cornell Classrooms", Cornell, Ithaca. (April 25, 2009).

Streeter, D. H., "Using Digital Video to Enhance Education", University of Illinois. (2006).

Streeter, D. H., NCIIA Meetings, "Educational Technology in a YouTube World". (March 2006).

Streeter, D. H., KEEN conference on Entrepreneurship and Engineering, "Using Rich Media to Wake Up Your Students". (January 2006).

Streeter, D. H., AEM Advisory Council, "Rich Media and Strategic Branding for AEM", New York, NY. (2005).

Streeter, D. H., CU Library Advisory Council, "The Role of CU Library in creating and support rich media databases". (2005).

Streeter, D. H., EPE Advisory Council, "eClips – Tool for Branding Cornell, EPE, and AEM". (2005).

Ames, M., Streeter, D. H., "Market Validation for Ag- and Food-based Businesses", Marketing In-service. (October 2005).

Streeter, D. H., Kickoff CALS Centennial Campaign, "The New Undergraduate Business Major", New York. (2004).

Streeter, D. H., LEAD Training, "Entrepreneurship – Getting Started". (2004).

Streeter, D. H., Marketing Workshop, "Business Planning for Value Added Agriculture". (October 2004).

Streeter, D. H., "Strategy and Business Planning", Endicott College. (October 2004).

Streeter, D. H., Rochester Luncheon for the Undergraduate Business Program, "Experiential Learning in AEM". (May 2004).

Streeter, D. H., 2003 presentation to Trustee Council Weekend, "The New Life Science Initiative – Entrepreneurship and Business Innovations". (2003).

Streeter, D. H., AAEA Meetings, "Teaching Entrepreneurship in a Formal Academic Setting – What to Teach and How to Teach It", AAEA. (2003).

Streeter, D. H., CEN Event with Sheila Johnson, "Women in Entrepreneurship", CEN. (2003).

Streeter, D. H., NCIIA meetings, "Digital Video – Why and How to Use it in the Classroom", NCIIA. (2003).

Streeter, D. H., presentation to President Lehman, "The New Life Science Initiative – Entrepreneurship and Business Innovations". (2003).

Streeter, D. H., USASBE Panel Presentation, "Cross Campus and Beyond – Entrepreneurship Education", USASBE. (2003).

Streeter, D. H., 2002 Alumni Weekend, "Women in Business Panel", Cornell. (2002).

Streeter, D. H., presentation to Cornell's Parent's Giving Council, "Entrepreneurship at Cornell", Cornell's Parent's Giving Council. (April 2002).

Streeter, D. H., NCIIA annual meeting, "Proposal for National Library of Digital Video on Entrepreneurship", NCIIA. (March 2002).

Streeter, D. H., Kanbur, R., Nance, C., James, M., "Obnoxious Markets – the Entrepreneurship Point of View". (January 2002).

Streeter, D. H., New Faculty Orientation Program, "Get a Life, Get Tenure", Cornell. (October 2001).

Streeter, D. H., Graduate Teaching Assistant Development Workshop Series, "Teaching as a Profession". (September 2001).

Streeter, D. H., Managing Community Nutrition Program, "Entrepreneurial Manager in Public Sector and Non-Profit Programs", Invited. (June 2001).

Streeter, D. H., CALS Alumni Recognition Luncheon, "EPE: Creating Connections", CALS. (March 2000).

Streeter, D. H., 28th Annual NY Wine Industry Workshop Presentation, "Why do a Business Plan?", NY Wine Industry, Penn Yan, NY. (1999).

Streeter, D. H., Schlough, C., "Economic Vitality in New York State: Research and Outreach Connections", Cornell University. (November 1999).

Streeter, D. H., CALS Innovative Teaching Workshop, "Making Experiential Learning Work", CALS, Cazenovia. (1998).

Streeter, D. H., NCIIA Convention, "Mentoring Students in Facing Real World Challenges", NCIIA, Washington, D.C.. (March 1998).

Streeter, D. H., Panel Discussion with Wall Street Journal, "Key Characteristics of Successful Entrepreneurs", Wall Street Journal. (February 1998).

Streeter, D. H., CALS Innovative Teaching Workshop, "Experiential Learning: Tips and Traps", CALS, Cazenovia. (June 1997).

Streeter, D. H., Syllabus Conference, "Using a Virtual Panel to Teach Entrepreneurship: Lessons from the Field", Sonoma, Cal. (June 1997).

Convention Presentation

Streeter, D. H., NCIIA Convention, "Using Multi-Media to Teach Entrepreneurship", NCIIA, Washington, D.C.. (March 1997).

In-Service given for Agricultural Extension Educators

Streeter, D. H., "Business Planning and Market Research". (April 3, 2002).

Invited to serve as host at Trustee Dinner and present

Streeter, D. H., Trustee Council Weekend, "What Does it Mean to be a Faculty Member at Cornell?", Cornell, Ithaca, NY. (2010).

Skype Presentation

Streeter, D. H., Virtual presentation, "Preparing for Business and Entrepreneurship as a Female Teenager", Bryn Mawr, Skype. (June 2, 2010).

Editor, Reviewer and Chair Activities

"AAEA Teaching Award", Reviewer, Ad Hoc Reviewer.

"Academy of Management", Reviewer, Ad Hoc Reviewer.

"Agribusiness International", Reviewer, Ad Hoc Reviewer.

"NCIIA", Reviewer, Ad Hoc Reviewer.

Grant/Proposal

"National Consortium of Inventors and Innovators Alliance", Reviewer, Grant Proposal, 99 reviews. (2005 - 2011).

"USDA - SBIR", Reviewer, Grant Proposal, 6 reviews. (2005 - 2011).

Journal

"Journal of Futures Markets", Reviewer, Ad Hoc Reviewer.

Consulting

Academic, MCI Institute. (2010 - 2011).

eCornell - Certificate for Women in Leadership.

Media Contributions

Cornell Daily Sun. "eCornell Introduces Women in Leadership Program to Address Workplace Biases," <http://cornellsun.com/2017/01/26/ecornell-introduces-women-in-leadership-program-to-address-workplace-biases/> February 2017.

LinkedIn Article: "Want to Win your Next Negotiation? Ask a Simple Question." January 24, 2017

CALS News. for participation in Thornfield Teaching Conference. (May 2001)

ALS News. article on distance education. (April 2001)

ALS News. Faculty Profile. (August 2000)

CALS News. for teaching awards. (June 2000)

Internet

Inner Critic - <http://eship.dyson.cornell.edu/brian-and-the-wiz-inner-critic/>

Podcast Series - Engineering and Business

Podcast Series - "Not in the Back of the Book" with Jacie Stivers, Cornell's Entrepreneur in Residence. <http://10goodminutes.com/nibb/>. (2011)

Newspaper

Ithaca Journal. Resource. (October 2006)

Cornell Chronicle. Resource for "Cornell's free online 'eClips Career Corner' provides job-hunting advice from industry experts" written by Susan Lang. (September 2006)

NASULGC Newslines. for winning NASAULGC teaching award. (January 2002)

Cornell Focus. article on distance education. (April 2000)

Other

Dyson Media Innovation: Sound Advice.

DVD. Online and DVD Collection on Business Planning, featuring the 100 best clips from Cornell eClips related to business plans. <http://eclipsco.org/businessplanning.htm>. (2010)

video clips. Added about 2,000 clips to Cornell's eClips database, in the areas of entrepreneurship, leadership, hospitality business, social entrepreneurship, finance and commercialization/tech transfer.. <http://eclips.cornell.edu>. (2010)

PUBLICATIONS

Published Intellectual Contributions – Journal Articles

Research

Kher, Romi, Deborah Streeter, and David Just. 2012. "The "Good Job" Trap: Opportunity Cost As a Deterrent to Immediate Venture Creation ." *International Review of Entrepreneurship* 10.

Kher, R., Just, D. R., Streeter, D. H. (2011). Do Entrepreneurship Courses Change an Individual's Attitude Toward New Venture Creation?. *International Review of Entrepreneurship*, 9 (4). - <http://www.senatehall.com/entrepreneurship?article=430>

LeRoux, M. N., Schmit, T. M., Roth, M., Streeter, D. H. (2010). Evaluating Market Channel Options for Small-Scale Fruit and Vegetable Producers. *Renewable Agriculture and Food Systems*, 25 (1), 16-23.

Streeter, D. H., Kher, R., Jaquette, J. P. (2010). University-Wide trends in entrepreneurship education and the rankings: A dilemma.. *Journal of Entrepreneurship Education*.

Streeter, D. H., Jaquette, J. P. (2004). University-wide entrepreneurship education: Alternative models and current trends. *Southern Rural Sociology*, 20 (2), 44-71.

Gow, H. R., Streeter, D. H., Swinnen, J. F. M. (2000). How private contract enforcement mechanisms can succeed where public institutions fail: The case of Juhocukor a.s.. *Agricultural Economics*, 23, 253-265.

Streeter, D. H., Bills, N. L. (1998). Information Strategies for Agricultural Exporters. *International Food and Agribusiness Management Review*, 1 (1), 25-40.

Published Intellectual Contributions – Other Publications

Extension/Outreach

Extension Bulletin

LeRoux, M. N., Schmit, T. M., Roth, M., Streeter, D. H. (2009). *Evaluating Marketing Channel Options for Small-Scale Fruit and Vegetable Producers: Case Study Evidence from Central New York* (ed.). Ithaca, NY: Department of Applied Economics and Management, Cornell University.

Multi-media case

Streeter, D. H. (2010). *Challenges and Milestones in Building a Company*. Ithaca, NY: Prendismo - BackChannel.

Multi-media case study

Streeter, D. H. (2010). *Commercialization Study - iFyber, Nanotechnology Company finding its way*. Ithaca, NY: Prendismo - BackChannel.

Streeter, D. H. (2010). *Study in Commercialization: Novomer, from Idea to Industry Darling*. Ithaca, NY: Prendismo - BackChannel.

Instruction

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Streeter, D. H. (2011). *Entrepreneurship Study: Hugh Simms, Starting a Fashion Line, One Tie at a Time*. Ithaca, NY: Prendismo - BackChannel.

Streeter, D. H. (2010). *Entrepreneurship Case: Inside the Business Plan*. Ithaca, NY: Prendismo - BackChannel.

Written Case

Kher, R., Streeter, D. H. (2011) Global loans in entrepreneurship (GLIE): ready, set, disaster, *Emerging Markets Case Studies Collection*, Emerald Group Publishing.

Kher, R., Streeter, D. H. (2010). *Social Entrepreneurship Case: Greenlight Planet: Made in China or Made in India?*. Michigan: Next Billion and University of Michigan.

Kher, R., Streeter, D. H. (2010). *Social Entrepreneurship Case: Global Loans in Entrepreneurship (GLIE), Bootstrapping IT Development*. Michigan: Academy of International Business.

Research

Book Chapter

Streeter, D. H. (2011). Using Digital Stories Effectively to Engage Students. In Law, Sibley J (Ed.), *Streaming Media*. Hershey/PA/USA: IGI Global.

Streeter, D. H., Jaquette, J. P. (2004). Entrepreneurship Education in the Modern University: University-wide Entrepreneurship Education. *Empowering Rural Communities Through Entrepreneurship, Experiences from the 1890 Land-Grant Institutions*. Ithaca, NY: Cornell University.

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Streeter, D. H. (2000). In P.D. Reynolds and Sammis B. White (Ed.), *The Entrepreneurial Process: Economic Growth, Men, Women, and Minorities* (1st ed., vol. 45, pp. 167-170). Westport, CT: Administrative Quarterly. - Original book published in 1997 by Quorum Books

Poster

Streeter, D. H. (2010). *Venture Creation and Entrepreneurship Education: An Assessment Of The Cornell Entrepreneurship Program*. US: National Collegiate Inventors & Innovators Alliance, 13th Annual Conference Proceedings.

Research Bulletin

Schlough, C., Streeter, D. H. (2001). *Community Collaboration Among Small Business Support Organizations: Attributes of Effectiveness*. Ithaca, NY: Cornell University. - Research Bulletin 2001-3

Research Report

Streeter, D. H., Bills, N. L., Maestro-Scherer, J., Neenan, R. (1997). Information Needs of Agricultural Exporters: Results from a Focus Group Series. *A.E. Research 97-02* (pp. 35). Department of Agricultural, Resource, and Managerial Economics, Cornell University.

Working Paper

LeRoux, M. N., Schmit, T. M., Roth, M., Streeter, D. H. (2009). *WP 2009-14: Evaluating Marketing Channel Options for Small-Scale Fruit and Vegetable Producers*. Ithaca, NY, USA: Department of Applied Economics and Management, Cornell University.

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