



**BE BOLD. Shape the Future.**  
**College of Business**

**January 2023**

*An investment in knowledge pays the best interest.*  
*--Benjamin Franklin*

# Impact Report

## DEAN'S HEADLINES

By Dean Bryan Ashenbaum



Happy New Year from Las Cruces! With one official semester under my belt as an Aggie, I'm thoroughly enjoying my first Southwestern "winter" in many years. I am profoundly grateful for the colleagues, students, and alumni I have gotten to know in my short time so far, and who have helped me understand what a truly special place this is. Please read on to learn about what's been happening in the College of Business this academic year.

In my previous message, I expressed a vision for the College of Business, one of becoming the "destination business college in the Southwest and Borderlands," and expressed some thoughts on external world events and inner strengths that would help set us on that path. During the fall semester the Business Advisory Council (BAC) met and discussed this vision with me and the COB leadership team, and helped us flesh out a substantial set of strategic initiatives to help achieve this vision. I'd like to take the remainder of this message to lay out the basics of those initiatives.

- **External Engagement & Growth**

- **BSAC/YPAC:** Establish a Business Student Advisory Council (current students) and Young Professional Advisory Council (4-10 years out from graduation). These will mirror the BAC, providing advice from those at different places in their careers. The BAC, BSAC, and YPAC will connect with one another for mentoring and professional opportunities.

- **COB Branding:** develop an independent brand for the College of Business, one that answers the fundamental “why come here?” question for all stakeholders. This will be tied with increased **social media presence**.
- **Alumni Engagement & Development:** increasing efforts at all levels to re-engage our passionate alumni base, and where appropriate, rekindle their giving efforts to better serve our students.
- **Professional Ed / Workforce Development:** revenue-raising programs and opportunities.
- **Professional Development & Placement**
  - **Center for Professional Development:** we will be seeking funding to establish a Center focused on all aspects of professional / “soft skills” development for students: writing, resumes, “elevator pitch,” behavioral interviews, business meals, etc.
  - **Data Access & Placement Rate Knowledge:** improve our use of data for decision-making, and our access to accurate info on student placements.
  - **“Recruit the Recruiters”:** increasing formal and informal recruiting for COB, and (more broadly) for NMSU
- **Strengthen the Curriculum**
  - **Experiential Learning:** enhancing “real world” opportunities (e.g., client projects in coursework, internships, etc.) for our students.
  - **Grow programs in High Demand:** focus on high-demand programs such as Supply Chain Management, Entrepreneurship, and Risk/Insurance Management.
  - **On-Line and Global Programming:** we will continue to balance our in-person and online offerings to best serve a diverse and far-flung student body, and to increase offerings that provide global experiences.
  - **Diversity & Inclusion:** consistently weave diversity and inclusivity into our learning goals. Spearhead a multiple-institution student diversity exchange program.
- **Research and the R1 Journey:** we will continue to strengthen our research, and to prioritize academic research that is “dual use” - i.e., has both practical and theoretical applications. contribution.

An ambitious list, but one I believe will take us to the next level. As we begin the new year, I look forward to sharing our successes with you, and to working with you to make our College of Business the destination of choice in the region.

# BUSINESS ADVISORY COUNCIL, FALL MEETING

## September 29<sup>th</sup> & 30<sup>th</sup>



**Travis Melham**, Chair Director of Finance, Ascension Medical Group

**Michael Anaya**, Head of Attack Surface Analysis, Palo Alto Networks

**Todd Bisio**, Director of Operations, Redwire Engineering Solutions

**Kathy Brook, Ph.D.** NMSU Emeritus

**Craig Buchanan** Market President, US Bank

**William Burke**, Burke Insurance Group

**Orlando Castaneda**, Vice President-Banking Advisory, Northern Trust

**Laura Conniff** Associate Broker, BHFRE-Steinborn & Associates

**John Cordova**, Sports Marketing Strategic Project Management

**Bradrick Cripe**, Presidential Teaching Professor, Northern Illinois University

**Cindy Dees**, Nusenda Credit Union

**Christopher Dennis, II**, Senior Investment Consultant, Vanguard

**Julie Dill**, Non-Executive Director at Rayonier Advanced Materials

**Shelley Papesh Fyfe**, President, Consumer County Mutual Insurance Co.  
**Marcelino Gomez**, Attorney at Law  
**Juan Griego**, Energy Engineer- U.S. General Services  
**Margaret Hardin**, CEO/CFO Independent Director, Global Consumer Goods  
**Shawn Gustafson**, Managing Partner, Burke Insurance  
**Adam Heying**, Senior VP of Lending, Nusenda Credit Union  
**Jerean Hutchinson**, VP, and Manager, La Posta de Mesilla, Inc.  
**Kevin Jameson**, LLC/ Federal Sales, Google Cloud, Bosque Brewing Co., LLC  
**Gabriel Jensen**, CEO, Bosque Brewing Co., LLC  
**Judy Johnson**, Retired Director of Finance and Administration  
**Joseph Christianson**, CEO President, Nusenda Credit Union  
**Roy King**, Retired, Shell Oil Co.  
**Christopher Knackstedt**, Senior Executive, ValueIQ, LLC  
**Bobby Lutz**, Owner, GL Seaman & Company  
**Ross McCallister Jr.**, Owner, MC Companies  
**Charlie Rogers**, Retired  
**Mike Rogers**, President-CEO, True Influence  
**Lorenzo Moreno**, Owner, SEI School Equipment, Inc.  
**Victor Pacheco, Ph.D.**, Retired, UTEP  
**Blas Pina**, Senior Fuels Trader, Entergy  
**Karen Waterman**, Enterprise Risk Director, Nusenda Credit Union  
**James Wetherbe, Ph.D.**, Richard Schultz Distinguished Professor, Texas Tech  
**Brett Winward**, Treasury-Credit Relationships Supervisor at Phillips 66  
**Trevas Younger**, Owner, The Heritage Assisted Living  
**Jason Wyatt**, President, CEO, Western Commerce Bank/ Western Bank Clovis

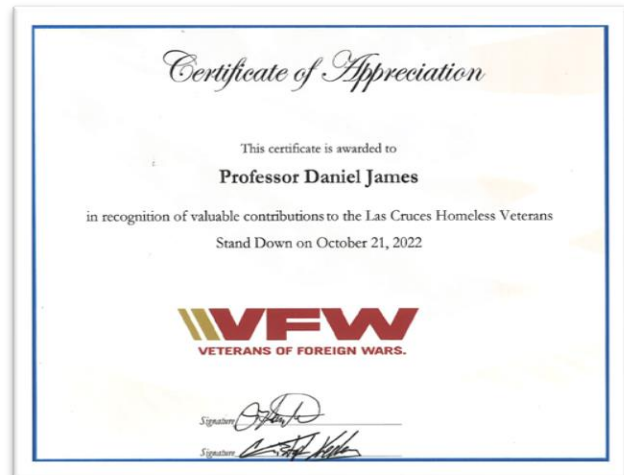
**Special thanks to Tom and Jerean Hutchinson of La Posta for hosting our meeting and reception.**



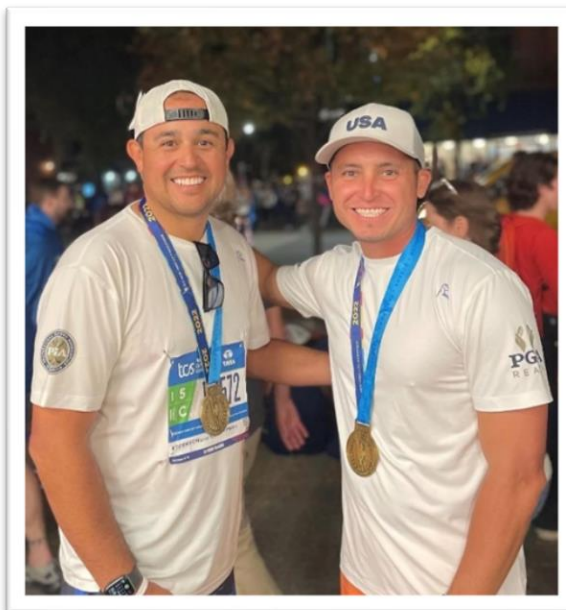


## COLLEGE SPOTLIGHTS

The College would like to recognize Associate Dean Daniel James for his valuable contributions to the Las Cruces Homeless Veteran Stand Down.



Congratulations to Josh Salmon and Henry Stetina for running the NYC Marathon in support of PGA REACH!



**Congratulations to Rebecca Franklin, who won  
BEST HALLOWEEN COSTUME at the NMSU Employee Picnic**





## NMSU FACULTY FOCUS

The number of opportunities in NMSU's College of Business doesn't only apply to students but also to its faculty members, who take pride in educating students while conducting robust research.



Jianjun Zhu is one of those leading the way in both roles.

"I am a researcher and educator," Zhu said. "My job at NMSU provides me with the benefit of both. The Marketing Department in the College of Business is research-oriented and has a competitive doctoral program. COB is very supportive of faculty research, providing research-active faculty members with a well-balanced research-teaching-service package and financial support to conduct research." Zhu is originally from Shanghai, China, and received his bachelor's degree in economics from the Shanghai Institute of Foreign Trade. He then trekked overseas to the United States to earn a master's degree in economics from Central Michigan University. He later completed a second master's degree in business administration and a Ph.D. in marketing from the University of Iowa.

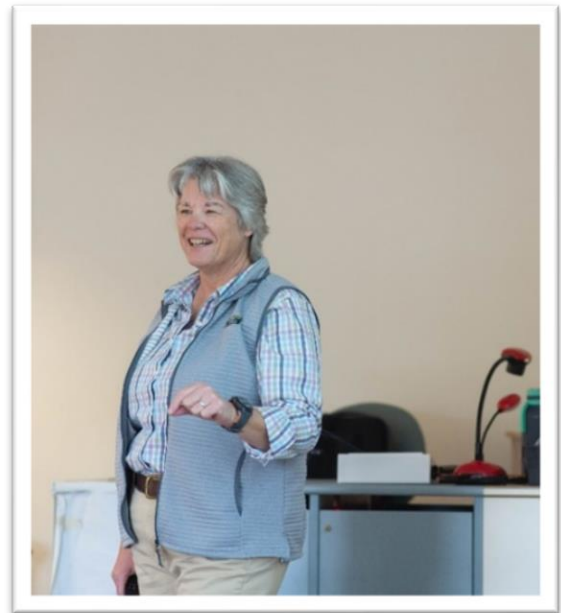
Read the full story: [Faculty Focus: Jianjun Zhu, College of Business \(nmsu.edu\)](#)

Jianjun Zhu was recently appointed as Research Director for the College of Business. This is a one-year position to help foster research efforts and expansion for the college, in particular, to focus on funded research such as grants that are relevant to R1 goals.

Kim Kerr brought nearly 25 years of risk management experience to NMSU when she joined the College of Business in 2019. Kerr, a former executive management professional who also served in the United States Army for nine years, teaches finance and risk management courses in NMSU's Finance Department.

"I've been in risk management for many years," said Kerr, who finished her third year of teaching at NMSU in May 2022. "I've been in risk management and executive risk management since the mid-1990s."

Read the full story: [Faculty Focus: Kim Kerr, College of Business \(nmsu.edu\)](#)



## College of Business professor receives Kellogg grant to help improve lives of Afghan refugees.

A New Mexico State University professor has received a \$150,000 grant from the W.K. Kellogg Foundation to continue – and build on – an effort to improve the lives of Afghan refugees in southern New Mexico through education and job training.

Rajaa Shindi, assistant professor in the NMSU College of Business, received the one-year grant in June 2022, less than a year after she and her daughter started the NMSU Afghan Refugee Response Project,



an initiative that gained widespread attention for its efforts to aid refugees who fled Afghanistan after the Taliban seized control of the country in August 2021.

The grant allows Shindi to coordinate a strategic effort to improve refugees' educational outcomes and economic security by deploying family stabilization and integration strategies in collaboration with community partners.

“The grant is supporting the refugees and their families and their educational goals at the same time,” Shindi said. “This is my first grant, and it’s been an amazing experience so far.”

Shindi has used the grant to develop a series of free English and computer literacy classes to help prepare Afghan refugees for the job market. The weekly evening classes began in August at the Southern New Mexico Islamic Center in Las Cruces. After completing the classes, participants will qualify to receive free training to obtain a commercial driver’s license.

Shindi has also partnered with Angela Owens, college assistant professor in the NMSU College of Health, Education and Social Transformation and director of the Glass Family Research Institute for Early Childhood Studies, to provide free child care during the classes.

Read the full story:

[NMSU professor receives Kellogg grant to help improve lives of Afghan refugees](#)



## MBA HEADLINES



Please join me in honoring Deb Cardinali as she retires from NMSU MBA Program Advisor after 18 years with NMSU and welcoming Cecelia Carrasco. Deb has been instrumental to the NMSU MBA program's growth and recognition over the past two years as one of the Best Online MBA Programs by U.S. News and World Report. Deb was previously the Director of Admissions for the MBA program at Keller Graduate School in Chicago and Dominican University, her alma mater. For NMSU MBA alums, I know that Deb was often the administrative face of the program, and her presence will be greatly missed.



## Welcome Cecelia Carrasco

NMSU alum Cecelia Carrasco will now step into the role after 15 years working at NMSU, most recently in Athletics as the Assistant A.D. for Annual Giving.



## MARKETING HEADLINES



**KT Manis** had 4 publications in A-level journals:

Manis, Kerry T. and Sreedhar Madhavaram (2022), "AI-Enabled Marketing Capabilities and the Hierarchy of Capabilities: Conceptualization, Proposition Development, and Research Avenues," *Journal of Business Research*. (In Press) (ABDC: A/IF: 10.969)

Madhavaram, Sreedhar, Kerry T. Manis, Siavash Rashidi-Sabet, and Daniel Taylor (2022), "Building, Creating, Developing, and Maintaining Supply Chain Management Capabilities for Competitive Advantage: A Systematic Review and Research Agenda," *Journal of Business Logistics*. (In Press) (ABDC: A/IF: 7.875)

Badrinarayanan, Vishag, Sreedhar Madhavaram, and Kerry T. Manis (2022), "Technology-enabled sales capability: A capabilities-based contingency framework," *Journal of Personal Selling & Sales Management*. (ABDC: A) <https://doi.org/10.1080/08853134.2022.2108823>

Anderson, Kelley C., Julia Freybote, and Kerry T. Manis (2022), "The impact of virtual marketing strategies on the price-TOM relation," *The Journal of Real Estate Finance and Economics*. (ABDC: A) <https://doi.org/10.1007/s11146-022-09908-x>



**Ray Lavoie** had a publication in an A-level journal:

Lavoie, R. & Zheng, Y. (2022). Smartphone use, flow and wellbeing: A case of Jekyll and Hyde. *Computers in Human Behavior*, (in press).



**Siddeeq Shabazz** had a publication in an A-level journal:

Gazzolia, G., Shabazzb, S. M., Arnoldc, T. J., Kim, P. B. (2023), "Why do frontline employees speak up on behalf of customers? The influence of supervisors versus coworkers and the role of intrapersonal factors", *Journal of Business Research*. (ABDC: A) <https://doi.org/10.1016/j.jbusres.2022.113514>

## Daniels Fund Ethics Initiative Collegiate Program

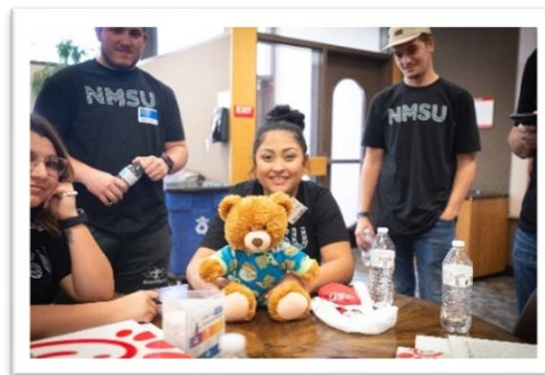


The second annual Ethics Boot Camp, held on September 9<sup>th</sup>, was a success. Over 164 students registered and spent the day understanding the importance of ethical life both personally and professionally. To date, we have successfully run two Ethics Boot Camps and are

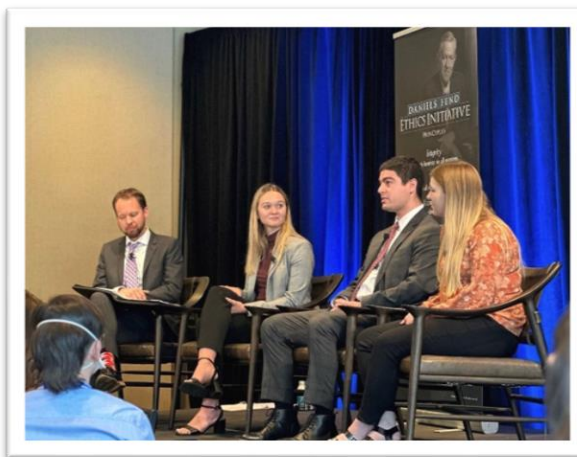
using this event to facilitate and reinforce Principle-Based Ethics and encourage discussion. The next scheduled date for the spring 2023 Ethics Boot Camp is February 17<sup>th</sup>, and we hope to continue to grow the number of participants and encourage our students to return as Leaders. Our student leaders each guide a team (8-10 students) throughout the day. We had ten student leaders and quite a few behind-the-scenes leaders assisting in making the Ethics Boot Camp successful.







The DFEI hosted the first annual Ethics Forum on November 4<sup>th</sup> and 5<sup>th</sup> in Denver. Not only did we have current faculty and students included in the event, but one of our faculty members, Dwight Kealy presented to the group his “Copyright Infringement Man” and one of our alumni represented NMSU on an alumni panel discussing ethical preparedness and challenges since graduation.



The Teaching Business Ethics Workshop, sponsored by the Daniels Fund Ethics Initiative Collegiate Program, was hosted in Santa Fe, NM, by New Mexico State University and the University of Denver. This year’s workshop focused on the Daniels Fund Principles of Accountability and Rule of Law as it affects how we teach business ethics in our classes. Participating schools included NMSU, DU, Western NM, NM Tech, NM Highlands, University of Colorado, MSU Denver, California State University, and the University of Wyoming. This was one of the best workshops we have hosted, with dynamic speakers, both faculty and students, in attendance. This two-day event was very thought-provoking and interesting for all of the participants and continues to be a nice cross-section of representatives across all business majors and business faculty.

## NMSU Wins 2022 PGA University Championship

Congratulations to the NMSU PGA Golf Management team of Davis Chung (junior), Matt Mansholt (junior), Benny Opperman (freshman), Talon Payne (senior), Nic Ziebro (junior), and coaches Pat Gavin and Josh Salmon. NMSU won the 2022 PGA University Championship by 10 strokes at Bear's Best Las Vegas in Las Vegas, Nevada. All 18 PGA golf management university programs compete in this annual national championship.

The winner of the PGA University Championship, supported by Srixon/Cleveland Golf, is awarded the Jones Cup trophy, which is named after S. Roland Jones, the first PGA Golf Management University Program Director at Mississippi State. The Aggies are excited to bring the trophy back to campus for the fourth time.



Link to the NMSU PGA Golf Management Newsletters:

<https://mailchi.mp/38ea07370860/march-newsletter-nmsu-pga-golf-management-9077950?e=2c99356afa>

[December Newsletter! NMSU PGA Golf Management \(campaign-archive.com\)](#)



For complete Championship information and results: <https://www.pgauchamp.com>



On December 12th, **Henry Stetina** was recognized with the 2022 PGA Sun Country Section "Jack Hardwick" Teacher & Coach of the Year Award. The Sun Country Section is one of 41 Sections of the PGA of America, and is comprised of New Mexico and West Texas. The "Jack Hardwick" Teacher & Coach of the Year Award recognizes an individual who made significant contributions through teaching and coaching.

**Josh Salmon** was awarded the Bill Strausbaugh Award on December 12th. The Bill Strausbaugh award is presented to those Sun Country PGA members who by their day-to-day efforts have distinguished themselves in the field of Club Relations, causing dramatic improvements in employment conditions in the Section and/or the PGA of America





## MANAGEMENT HEADLINES

The College of Business students participated in the G.M. & Wayne State University Supply Chain Management Case Competition, October 6-9, 2022. In this invitation-only competition, they competed against 18 top-tier supply chain programs across the U.S. and Mexico. They had the opportunity to network with professionals from prominent companies such as GM, Bose, and Lear.



Samantha Ponds, John Leppala, Faruk Arslan, and Molly Maestas

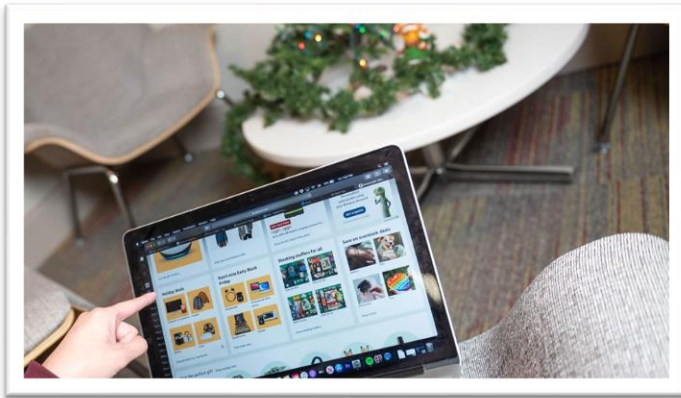
## **NMSU Business Professor: Plan ahead, be mindful during holiday shopping**



The holiday shopping season is officially underway, and a New Mexico State University professor has some advice for hitting the stores and what to expect this holiday season.

Victor Pimentel, assistant professor in supply chain/business analytics in NMSU's College of Business, said almost all countries and companies are open and working to get back to semi-normal, but there's still a problem with inventory.

"We have a raw material inventory problem. Then it must be shipped, but we also have a transportation problem, at least in the U.S.," Pimentel explained. "Cost of transportation from countries overseas like China are still through the roof. So, we're still going to have those problems, but not as big as last year."



Holiday shopping during 2021 looked quite different compared to this year, which may have to do with less fear of COVID-19, Pimentel explained. With higher demand and more shoppers, companies also face the issue of not having enough staff on their teams to handle all their customers.

"Simple things like a hot dog at Costco, or pizza at Sam's Club, right now they're having problems getting enough dough at different stores," he said. "Just getting products from point A to point B by transportation is a problem right now. There are not enough drivers, and some people are still trying to get back to work but others are still not happy with the jobs that are available. All the companies I've talked to said it's been a struggle to hire people."

Pimentel added as companies continue to catch up with supply chain issues, some may run into overcompensating products, otherwise known as the "bullwhip effect."

NMSU business professor: Plan ahead, be mindful during holiday shopping

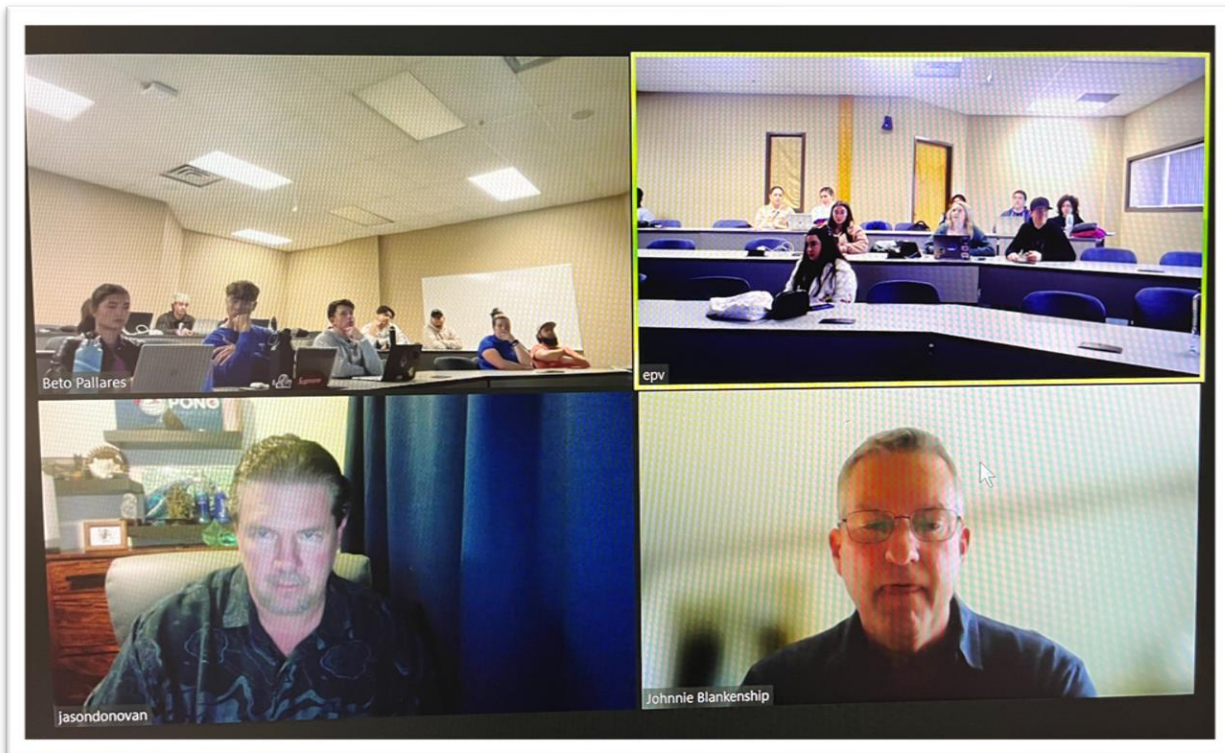


## Dr. Pallares' Strategic Management Capstone class partners with Executives from Hawaii Volcanic Water Company



Executives from Hawaii Volcanic Water (HVW) company, an artisanal, naturally alkaline, lava-filtered water sourced from the Big Island, generously gave of their time to speak with students from Dr. Pallares' Strategic Management Capstone Class (MGT 449). All students signed an NDA prior to reviewing material, and then proceeded to engaged in months' long strategic assessment of HVW strategic positioning. The executives concurred that the students brought a new

perspective to their planning efforts particularly as it pertains to ways to implement recommendations.





## FINANCE HEADLINES



Cagla Yildirim won the Financial Planning Association's (FPA) Diversity, Equity, and Inclusion Scholarship to attend the FPA's annual meeting in Seattle, WA, in December 2022. The Financial Planning Association is the leading membership organization for Certified Financial Planner professionals and others engaged in the process of financial planning and education.

[Diversity & Inclusion FPA Diversity Scholarships \(onefpa.org\)](https://onefpa.org)

FMA (Financial Management Association) students Caleb Simms, Gabriela Chavez, John Kelley, Dylan Smith, Amelia Sacco, Jordsy Visser, Maria Alderete, and Aliya Trujillo volunteered at Sonoma Elementary School to teach financial literacy together with Junior Achievement of New Mexico. Pictured are Gabriela, Caleb, Dylan, and John. FMA advised by Finance Professor Paula Fuchs.



Finance majors and FMA officers Dylan Smith, Aaron Sanchez, and John Kelly won \$1,500 by winning the FinTech pitch competition.

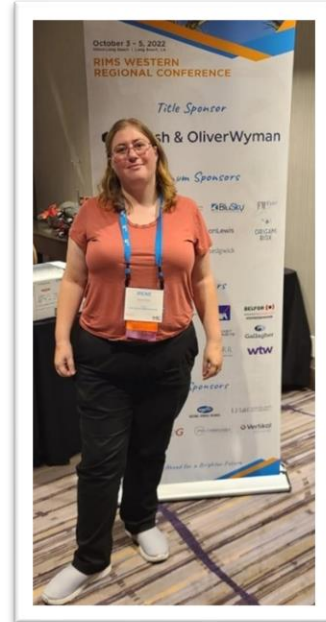


Finance majors and FMA officers Dylan Smith, Aaron Sanchez, and John Kelly won \$1,500 by winning the FinTech pitch competition. Their company "Textbook" is a FinTech company that uses smart contracts to distribute online textbooks with security and authenticity. It aims to lower costs for consumers and increase profitability for publishers. Further, Textbook hopes to get rid of paper waste and incorporate secure technology for test taking to help facilitate getting online texts to students for Day 1 classes.





## RMI Risk Management and Insurance



RMI (Risk Management and Insurance) students have been traveling! Mountain States chaired professor Tim Query accompanied and facilitated trips for students to the annual convention of the Independent Insurance Agents of New Mexico in Albuquerque, to a trade fair of the Independent Insurance Agents of El Paso, and the Western Regional RIMS Conference in Long Beach, CA. Cagla Yildirim also provided support by attending the IIAEP trade fair.







Breanna Garza received the  
Peter Wichert Memorial Award



Carlos Flores received the  
Mountain State Insurance Group



Kayla Garcia received the Alumni Association Outstanding Graduate Award for Finance





**Featured on WalletHub:**

**Cagla Yildirim, Ph.D., Assistant Professor,  
College of Business, Department of Finance, New  
Mexico State University**

**Does it ever make sense to get a credit card with a low regular APR? (vs. a 0% credit card or paying in full)**

As consumers, we should shop for the lowest credit card interest rates and make the payments in full every month. In the end, consumers also need to keep good credit scores; not making payments in full may hurt their scores. It would make sense to get a credit card with a low regular APR for new borrowers with no credit history.

**Compared to loans, does any credit card really have a low interest rate?**

Credit cards have lower interest rates than payday loans, which have 400-600 percent rates.

**If rates are so low in general, why aren't credit card interest rates lower?**

While credit card issuers assess the risks related to a credit request, they need to decide on how much collateral to require that can back the loan in case the borrowers cannot make the repayments. This is the default risk, and financial institutions charge a rate of interest on a loan that compensates for the default risk. Since the 90s, charge-off rates on credit card loans have been higher than charge-off rates on other loans. Thus, credit card issuers need to charge higher interest rates to compensate.





In November, Dwight presented in Denver at the Daniels Fund Ethics Forum and Santa Fe at the Daniels Fund 2022 Teaching Business Ethics Workshop.

Dwight Kealy published several papers in peer-reviewed journals. Three articles appeared in *Pathways to Research in Business & Economics*, one dealing with defamation coverage and one dealing with intellectual property coverage in the *Commercial*

*General Liability Insurance Policy*. The fourth paper, in *Entrepreneur & Innovation Exchange*, discusses when an entrepreneur should or should not use home equity to finance a business.



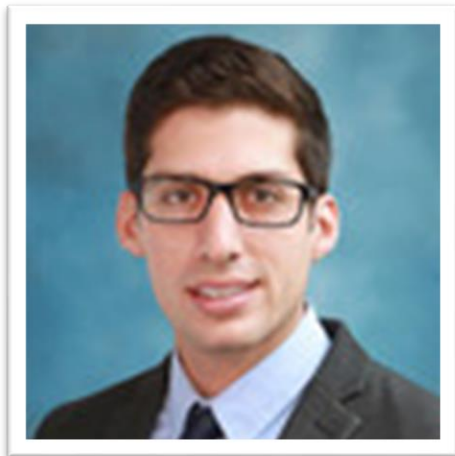
Tim Query presented a paper at the November Southern Risk and Insurance Association meeting in New Orleans. The paper is titled "Back to the Future: Best's Insurance News from Seventy Years Ago."

Harikumar Sankaran is a co-author on a paper being revised and re-submitted to the prestigious *Journal of Finance* called "Non-Standard Errors". The paper is a massive undertaking involving 164 Finance and Economic researchers from around the world testing the same hypotheses on the same data. The research question is how much uncertainty is added in research through data gathering and choice of model, or what is called "the evidence generating process".



# ECONOMICS, APPLIED STATISTICS, AND INTERNATIONAL BUSINESS HEADLINES

**Center for Border Economic Development (CBED)** completed its second year in operation. So far, CBED has undertaken 13 projects, having completed nine. Examples include studies done for the Cities of Sunland Park, Las Cruces, and Albuquerque and for the Border Industry Association. CBED has provided opportunities for experiential learning for eight graduate students thanks to these projects. The students have worked on economic impact studies, benefit-cost analyses, project planning, data analytics, and web design. These real-world projects have been used in making actual decisions by policymakers.



**Jose Bucheli** had his paper "[The Impact of Return Migration on Economic Development](#)" accepted by the Review of Economics and Statistics (REStat). REStat is one of the most esteemed journals in economics, and it is a real feather for Dr. Bucheli to have an article appear there. He has had an article called "[Immigration Policy and Hispanic Representation in National Elections](#)" accepted by the Journal of Policy Analysis and Management. Dr. Bucheli is also one of the best-liked teachers in the department.

**Lawrence LaPlue** published a paper called "Environmental consequences of natural gas wellhead pricing deregulation" in the Journal of Environmental Economics and Management, which is among the best journals in the area of environmental economics.



**Governor Lujan Grisham appointed Gabriel Aguilera to the NM Public Regulation Commission. He is a 2007 graduate of the CoB with a degree in economics and finance.**



SANTA FE – Gov. Michelle Lujan Grisham on Friday announced the appointment of Gabriel Aguilera, Brian Moore and Patrick O’Connell to the New Mexico Public Regulation Commission (PRC). They will begin in their roles at the PRC on Jan. 1, 2023.

“These appointees are experienced professionals who have the skills needed to oversee an energy transition that is affordable, effective and equitable for every New Mexico community,” said **Gov. Lujan Grisham**. “I’m grateful to each of these individuals for providing their expertise in service of our state.”

In addition, the governor on Friday signed an executive order creating a Tribal Advisory Council to provide input to the commission. The executive order proposes the selection of one representative from the eight northern Pueblos, one from the 10 southern Pueblos, one from one of the Apache tribes and one from the Navajo Nation. In the executive order, the Governor strongly encourages the PRC to meet with the Tribal Advisory Council on a regular basis and consult with its leadership at PRC meetings.

“It’s extremely important that we ensure tribal voices are heard on issues before the PRC, regardless of who is appointed to the commission now and into the future, including the continued implementation of the landmark Energy Transition Act in tribal communities,” said **Gov. Lujan Grisham**.

Gabriel Aguilera has worked for the Federal Energy Regulatory Commission since 2007, most recently serving as Senior Policy Advisor for the Commission’s Office of Energy Market Regulation western region. He is a graduate of New Mexico State University and holds a Master of Business Administration from the University of Maryland. His term of appointment is 4 years. Full press release:

Governor appoints three to Public Regulation Commission, signs executive order creating Tribal Advisory Council | Office of the Governor - Michelle Lujan Grisham (state.nm.us)



## ACCOUNTING & INFORMATION SYSTEMS HEADLINES

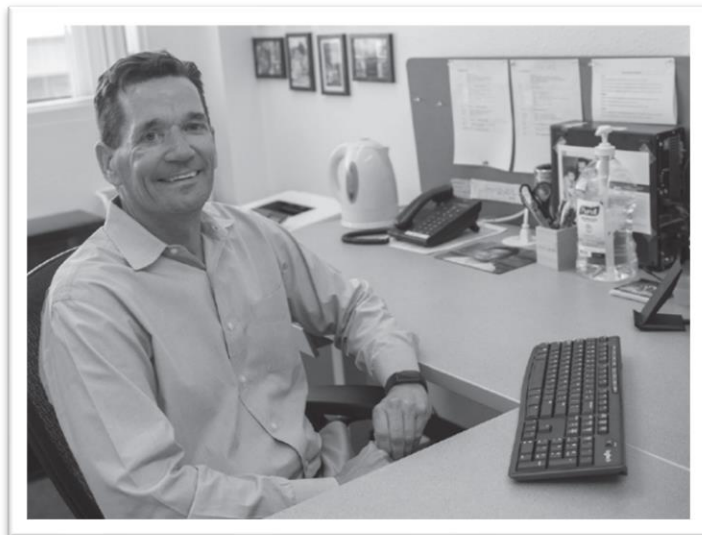


### **Dr. Kevin Melendrez named Department Head for Accounting & Information Systems**

I am honored to serve as the Department Head of Accounting and Information Systems. As an alumnus of the Accounting Program, I care deeply about the success of the department. My vision for the department is for the Accounting and Information Systems programs to be the premier programs in the region that attract students from New Mexico and the surrounding areas. I look forward to serving and leading the faculty to provide a high-quality educational experience for our students that leads to career opportunities that impact our students' lives in significant ways. There is no place I would rather be than at New Mexico State University.

### **Roy Clemons has been re-appointed to the Lionel Haight Endowed Chair for Accounting**

Roy has and continues to build an impressive record of scholarship, teaching, and service, one befitting those that hold our most prestigious appointments.



## Beta Alpha Psi and Accounting and Information Systems-Meet the Firms



In September Beta Alpha Psi and Accounting and Information Systems Department hosted Meet the Firms. Over 30 representatives from firms were in attendance to recruit accounting students for internships and full-time jobs. The firms in attendance were from across the region, including New Mexico, Texas, Arizona, and Nevada. Over 50 students participated. We appreciate all of the support that our stakeholders provide for the department and our students.





## Dean Ashenbaum's Meet and Greet Events



## Inaugural Executive Speaker Series



### College of Business Executive Speaker Series



**KEYNOTE SPEAKER**  
**MICHAEL F.D. ANAYA**  
College of Business Alumni '96-'01

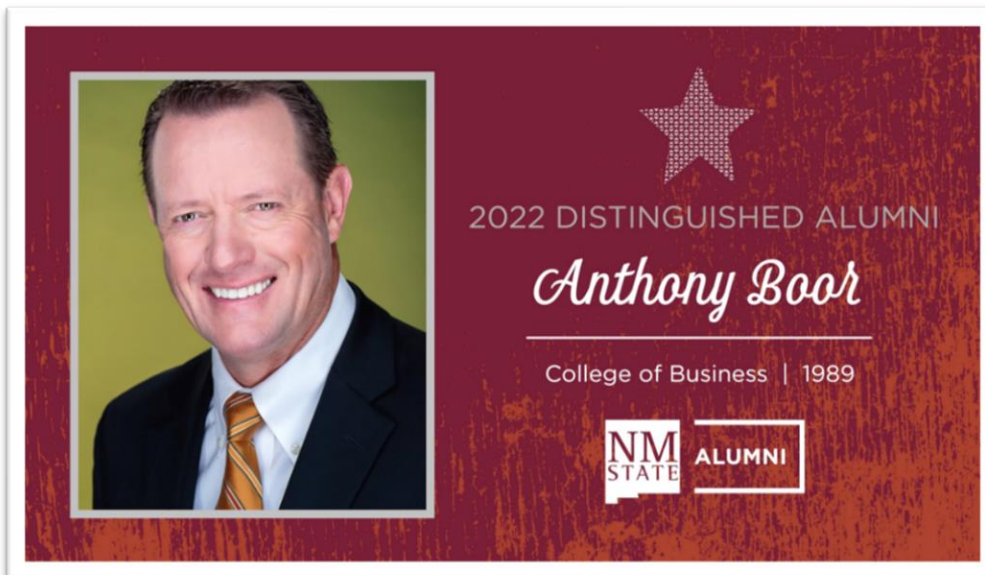
**JOIN US:**  
**WEDNESDAY, SEPTEMBER 28TH**  
**DOMENICI HALL, YATES AUDITORIUM**  
**AT 6:30 PM**

**5 CRITICAL LESSONS THAT WILL CHANGE YOUR LIFE**  
Lessons from the trenches of several startups and the FBI. This is a tell-all that few ever hear and one that will arm you with truly insightful knowledge.



## Homecoming 2022

### College of Business Distinguished Alumni, Anthony Boor, '89



Tony Boor is Chief Financial Officer and Executive Vice President of Blackbaud, a cloud software company powering the social good community—nonprofits, foundations, corporations, education institutions, healthcare organizations, religious organizations, and individual change agents.

Tony and his wife, Rebecca Sue have supported an Accounting and Business Computer Systems Scholarship at NMSU and continue to support the NMSU College of Business general scholarship fund and the Department of Accounting Information Systems general fund. In January 2021, Tony met with NMSU Career Services to support NMSU internships and hiring, introducing key collaborators who will work together on a partnership that will benefit both Blackbaud and NMSU.

With such a broad impact in the business, society, philanthropic and faith-based communities, Tony Boor remains true to the university that fueled his path to success, New Mexico State University.

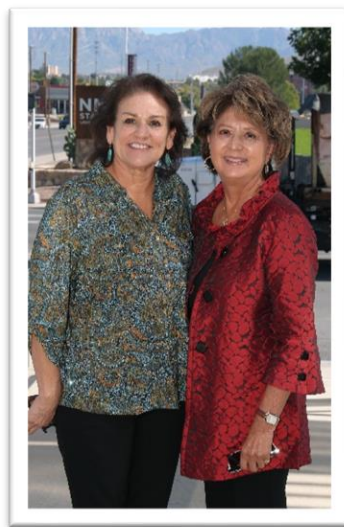


## Scholarship Luncheon

*The College of Business Scholarship Luncheon offers students the opportunity to say "thank you" and share academic and career aspirations with our generous donors.*



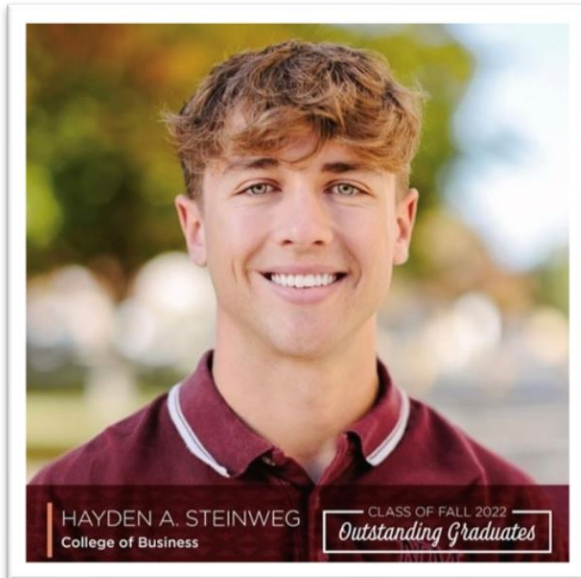






## 2022 Outstanding Graduate, Alexander Steinweg

Congratulations to Hayden Alexander Steinweg for being selected as the Fall 2022 Outstanding Graduate for the College of Business. Hayden will receive a Bachelor of Business Administration, specializing in sports marketing. He's looking forward to a career in marketing so he can create iconic brands that engage customers for life.



## Happy New Year



