College of Business

The Bottom Line

2012
It’s been another amazing year for New Mexico State University’s College of Business. Firstly, I’m thrilled to say that one of our esteemed professors has received a very prestigious award. Finance Professor Ken Martin has been selected as the 2012 Carnegie Foundation for the Advancement of Teaching New Mexico Professor of the Year.

The U.S. Professors of the Year program salutes the most outstanding undergraduate instructors across the country who excel in teaching and positively influence the lives and careers of students. Sponsored by the Council for Advancement and Support of Education and the Carnegie Foundation for the Advancement of Teaching, it is the only national program to recognize excellence in undergraduate teaching and mentoring.

We are also taking our exciting work with the Daniels Fund Ethics Initiative to new levels through a collaborative effort with state government in New Mexico. Together, we will develop media for a statewide online training program that will address common ethical issues and dilemmas in the public sector. We are also studying the cultural differences of the trade and commerce ethics among Native Americans compared with traditional business ethics. Our students continue to be active participants. In fact, several have successfully competed in various ethics competitions around the Southwest as part of our inclusion in the Daniels Fund Ethics Consortium.

The college has bolstered efforts to engage Pueblo governments in New Mexico with the addition of new faculty member Gavin Clarkson, associate professor of finance and member of the Choctaw Nation of Oklahoma. In response to feedback from tribal governments, it is our intent to better serve the needs of Native Americans throughout New Mexico and assist in providing the business education needed to help members of local tribes advance to assume leadership roles within their communities.

The Domenici Public Policy Conference continues to grow and attract attendees from around the state and beyond. About 950 students and state residents registered to attend the two-day event at the Las Cruces Convention Center this year. We had a number of outstanding speakers, topped off by an exciting session between Democratic Party strategist James Carville and Karen Hughes, former adviser to President George W. Bush. The two hashed out the 2012 presidential election season with ABC News veteran Sam Donaldson moderating.

Funding is now in place to begin renovations on the old Hershel Zohn Theatre. The renovations will transform the building into a suitable location for offices and meeting rooms for College of Business graduate students, Domenici Institute Public Policy staff and fellows, and Arrowhead Center staff and students. It also will include higher-capacity classrooms with state-of-the-art technology and an atrium where students can study, mingle and take a break from the stresses of their studies. The core auditorium will remain in place for special seminars and events, but it will be transformed into a first-class meeting space equipped with the latest technology. Retired Sen. Pete Domenici’s papers will continue to be housed in the Branson Library in an area that will also be renovated. Renovations are scheduled to begin in the spring of 2013.

And of course, there is always the exemplary work our faculty, staff, alumni, donors and students do for the College of Business each and every day. You’ll find some of their stories and much more in this issue of The Bottom Line.

Thank you and enjoy!

Garrey E. Carruthers, Dean
College of Business
New Mexico State University
At New Mexico State University, Bobby Lutz learned success is dependent on hard work and teamwork (and more than a few good breaks) — a lesson he is paying forward to a new generation of NMSU College of Business students.

Lutz, a 1973 graduate of NMSU, is the college’s executive-in-residence for the fall 2012-2013 academic year. The program brings executives to campus to mentor NMSU business students. An executive-in-residence will share his or her experiences to further prepare our business students.

To use Lutz’s analogy, “The College of Business might teach them how to play golf — I would like to help them understand how to win golf tournaments.”

“I fear the students are having a bigger impact on my life than I’m having on theirs,” Lutz continued. “I am excited for their futures. I remember how big the world was and the excitement of beginning that next adventure. I am envious of their youth, and of being able to start another painting with a clean canvas and so much paint.”

“When they leave academia they will be incredibly prepared for what they are about to experience. The people I’ve worked with have come from essentially every school in the country, whether it was a Stanford or a Texas or a Princeton. NMSU better prepared me for the real world than I believe were most of my colleagues.”

Beyond the academic contributions the college made to his success, Lutz clearly has fond memories of his professors, coaches and fellow students and feels strongly indebted to each.

When Lutz began at NMSU, the Vietnam War was winding down. As a young man from Oklahoma he wanted two things: to defer walking through a rice paddy and to play collegiate golf. As academics were not an initial priority, Lutz’s mid-term grades during his first semester — if not improved upon — would have been insufficient to remain on the golf team. But the man who nurtured Lutz’s golf game — legendary former NMSU golf coach Herb Wimberly — made sure he got back to his educational path.

“When I got to school I was incredibly immature (probably still am),” Lutz said. “Coach made sure that I had tutorial support. And he injected some much-needed discipline in my collegiate life. He really encouraged me.”

Lutz also thanks then-assistant golf coach Mickey Clute. Clute, who had just returned from Vietnam, continues to be a significant NMSU partner and a successful businessman in Las Cruces.

“Mickey spent an incredible number of hours with me,” Lutz said. “He’s had a real impact on the college and the community. That first year, I can’t tell you how much time that man spent making me feel like I was the most important member of the team, and rest assured, I was never going to change the course of the NMSU golf program. Yes, I was fortunate to participate and even experience unexpected advantages because of the golf team, but what coach and Mickey did and what they were willing to extend to me still has me baffled. They saw in me something more than somebody who was going to change the path of NMSU golf. Maybe someday they will let me know what it was and why.”

After his freshman year, Lutz made the decision to transfer from the engineering school to the College of Business. It was there that Lutz connected with a generation of NMSU business professors that included accounting and finance professor Patricia C. Christmore, management professor John P. Loveland, economics assistant professor Thomas Goho and many others whose influences are still being felt today.

“For whatever reason, I felt like what I did in school was important to them,” Lutz said. “There are professors, it doesn’t matter what school you attend, where you’re just part of the machine. But with these professors, if you...continued on next page
making a difference: SCHOLARSHIPS

Matthew Ogaz: Accounting Major
“Scholarships are an incredible aid in my journey to earn a baccalaureate degree in four years. Without scholarships, I would have to work many more hours and it would also place more financial pressure on my parents. I know that everyone who applies for the scholarships is incredibly talented, so this motivates me to continue to work hard toward achieving my educational goals.”

Trevor Serrao: Economics Major
“There is a sense of both pride and responsibility which serves as a great motivator to achieve my academic and personal goals. The best way to express the immense gratitude felt toward all donors is to set challenging goals and to work harder than ever in order to accomplish those goals.”

making an impact: ALUMNI GIVING

Brett Winward ’04
Almost immediately after Brett Winward, a commercial receivables supervisor at ConocoPhillips, graduated from NMSU, he began giving to the College of Business.

“When I got out into the real world I felt very well prepared, even when compared to graduates from ‘better known, more prestigious’ and more expensive schools. I received great value from NMSU and the college.”

Margaret Hardin ’94
The Stephen Hardin Endowed International Travel Scholarship in memory of Margaret Hardin’s father will be used to support undergraduate or graduate students with an international business travel/study abroad experience. Currently, Hardin is the chief operating officer of Munchkin Inc.

“My career has taken many unexpected turns since graduating from NMSU, not the least of which is the globalization of companies in many industries and at many sizes. In choosing how I wanted to support New Mexico State, I wanted to provide a student the opportunity to view the globalization of trade first hand.”

Lori Gobble ’89
Lori Gobble, controller at NMSU, is helping to establish the first NMSU endowed chair in accounting.

“I feel privileged to be working here at my alma mater. The accounting department faculty is among the best, and has made positive impacts in the lives of many students. When I found out about the need for an endowed accounting chair and the opportunity to help build it, I jumped at the chance. Regular giving through payroll deduction is an efficient way to contribute to this worthy cause.”

John Cordova ’81
Shortly after John Cordova graduated from NMSU, he began making an annual contribution in support of his alma mater. Cordova is the director of Sports Transaction Management at The Coca-Cola Company.

“I had the privilege of earning my business degree at NMSU on a football scholarship offered to me by Coach Jim Bradley back in the 70s. I was so grateful for that opportunity; it became a long-term goal of mine to pay back my scholarship.”

...continued FOND MEMORIES

did not perform to their expectations, they let you know in an encouraging manner, a manner that let you know they expected more from you and you needed to expect more from yourself.”

“They are heroes. I stand in awe of the commitment they’ve made for their students,” he continued. “For the most part, they’ve sacrificed much to provide students opportunities and prepare them for the real world.”

Never having seen New Mexico until two weeks before he started classes, the small campus community provided Lutz with a network of family-like support that still touches his life to this day.

“The support and camaraderie from the other students had the greatest impact. The relationships developed were the most meaningful part of my college experience (the individuals all know who they are and their faces are a part of my everyday life),” Lutz said. “I will never forget when my daddy put me on the plane to school. He said, ‘No matter what else takes place, no matter what else you do, make sure you enjoy yourself at school because you’ll never again be surrounded and nurtured by so many of your peers.’ His words still remain incredibly true today. The people having the biggest impact on my life were the other students. They were phenomenal.”

Today, Lutz is giving back to NMSU with his time and financial support, but he believes that no matter how much he gives, he will never achieve payback.

“Monetary contributions to the College of Business can in no way provide compensation for what the college gave to me and to many of the other students,” he said. “It is very much a part of our lives and our heritage. Some people, on the Fourth of July, hear the ‘Battle Hymn of the Republic’ and the hairs on the backs of their necks stand up. I have memories, flashbacks, of NMSU and I have similar sensations. I promise you I wouldn’t exchange my collegiate experiences with anybody. I received much more than I can ever give back.”

SUBMITTED PHOTO

Scholarship awardee Trevor Serrao and his parents Megan and James attended the 2012 College of Business scholarship luncheon.
STRIKING A CHORD
NMSU marketing students hit the right note with Las Cruces Symphony Orchestra

A group of marketing students from New Mexico State University helped the Las Cruces Symphony Orchestra tune up its efforts to reach out to new and old listeners.

During the spring 2012 semester, the Las Cruces Symphony Orchestra, which is housed on the NMSU campus, approached the marketing department at the College of Business to help refresh up its marketing campaign. Michelle Jasso, an associate professor of marketing, tasked students in her upper-level promotion management class to create a marketing campaign for the symphony. The students were split into nine teams and competed against each other to score the winning campaign, as well as an “A” in the class.

The winner was Team 2, made up of marketing and design students Chloe Kuntz-Phillips, Elissia Gonzalez, Nicholas Taylor, Shellee Gipson and Dominic Guzman. Most of the students on the team graduated from NMSU in spring 2012.

The winning team created a marketing plan that included a brochure for prospective donors, program guides, ideas for fundraising events and an updated logo.

“It was very creative,” said Katie Tomicek, executive director of the Las Cruces Symphony Association, who helped to judge the contest.

“They did stay within the colors that we asked. It’s actually an abstract cello and the bird looks like a flower, so you get the idea of blooming. Our tagline is ‘A Symphony Blooms in the Desert.’”

Since much of the orchestra’s marketing materials for this season were completed before the competition was finished, elements of the winning plan probably won’t show up until the 2013-2014 season.

Tomicek also praised Team 2 for recommending that the orchestra have separate, but similar, branding for the symphony and its educational outreach efforts. In addition, the team devised a strategy for using social media in order to raise awareness of the orchestra among young professionals in their 20s and 30s.

DOING WHAT’S RIGHT
NMSU students win state’s first business ethics competition

A possibly rogue state tax collector, anonymous complaints and supervisors turning a blind eye to questionable behavior. Finding an ethical solution to that hypothetical situation earned a team of students from New Mexico State University first place in the inaugural New Mexico Ethics Competition.

Through its participation in the Daniels Fund Ethics Consortium, NMSU’s College of Business strives to teach principle-based ethics to its students. A team of those students competed in an ethics case competition hosted by NMSU and the University of New Mexico’s Anderson School of Management on March 30 in Socorro. NMSU took on teams from UNM, the New Mexico Institute of Mining and Technology and New Mexico Highlands University.

The students first were given roles to play involving the situation and then held a meeting to try to work out what was really happening. The students then had to come up with a 15-minute presentation for the judges, which was followed by a 10-minute question-and-answer session.

In picking the winner, the judges lauded the NMSU team for successfully tying ethical principles to their solution to the dilemma and for providing thoughtful responses to challenging questions.

Business students Malcolm Winston, Ricardo Trejo, Emily McGowan and Chloe Kuntz-Phillips, who also serve as ambassadors for the College of Business, fielded NMSU’s winning team. Grace Ann Rosile, an associate professor of management, prepared the team for the competition.

“I was very proud of our team’s performance and its ability to apply principle-based ethics to a tricky ethical dilemma,” said Bruce Huhmann, an associate professor of marketing at NMSU and the chair of the Daniels Fund Ethics Initiative at the College of Business.
Talk of gridlock on Capitol Hill, the presidential election, national security and entrepreneurism highlighted the fifth annual Domenici Public Policy Conference.

The conference, named after retired long-time New Mexico U.S. Sen. Pete V. Domenici, took place September 19 and 20 at the Las Cruces Convention Center. Nearly 950 students and residents from throughout the state and the El Paso area registered to attend the conference – a new record for the event.

Political powerhouses James Carville and Karen Hughes headlined the event with a lively discussion on the 2012 presidential race and the polarizing politics in Washington, D.C.

Carville, a top Democratic Party campaign strategist, called Republican presidential nominee Mitt Romney a “bad candidate.” For her part, Hughes, a former Under Secretary of State for Public Diplomacy and prominent adviser to former President George W. Bush, claimed President Obama was “polarizing the country.”

Both agreed that the hothouse atmosphere on Capitol Hill made progress difficult, with Hughes calling it a “pretty ugly environment.” ABC News contributor Sam Donaldson moderated the discussion.

Opening the conference was Domenici himself, who reiterated his long-standing concerns about the nation’s fiscal health.

Beyond politics, the Domenici Conference also addressed issues related to entrepreneurship and national security.

Speaking on entrepreneurism were Albuquerque-native Linda Alvarado, president and CEO of Denver-based Alvarado Construction and a co-owner of the Colorado Rockies; Las Cruces-native Myrtle Potter, former president and COO of Genentech; and the Rev. Robert Sirico, a Roman Catholic priest who has been active in public policy and economic affairs for more than 20 years.

Discussing national security issues were Michael Hurley, who served as a senior counsel and team leader on the 9/11 Commission, and retired U.S. Air Force four-star general and NMSU alumnus Lester Lyles, who looked at U.S. military readiness.

New Mexico Gov. Susana Martinez gave an update on policy issues important to the state. Also, Garrey Carruthers, dean of the NMSU College of Business and director of the Domenici Institute for Public Policy, announced that a space in what is now the Hershel Zohn Theatre on the main campus will be renovated to house the institute.

The 2012 conference also marked the announcement of a generous donation by Chevron USA. The company established the Chevron Endowed Professorship at NMSU with a gift of $250,000. The intent of the professorship is to attract and/or reward highly productive faculty working with the Domenici Institute. The income from the endowment will be used to facilitate program activities that are of priority to the institute.

Chevron made the gift to honor Domenici’s legacy and service to New Mexico, as well as his work with the energy industry.

Another generous corporate gift this year also helped to buoy a special tradition at the Domenici Conference. As in past conferences, a group of select university students were the only audience members allowed to ask questions of the various presenters at the event. A committee of the Domenici Institute Advisory Council chose this year’s student panelists. The students represented NMSU, the University of New Mexico and Northern New Mexico College.

For the first time, the Domenici Conference student panelists received a financial reward for their work. As part of a $10,000 sponsorship by U.S. Bank, each student panelist received a $250 U.S. Bank Visa gift card. Along with the gift cards, U.S. Bank’s sponsorship of the student panelist program paid for the students’ hotel accommodations in Las Cruces and an orientation banquet.
Seven New Mexico State University faculty members made up the first round of fellows for the Domenici Institute for Public Policy.

The Domenici Fellows Program was developed to provide financial support for faculty who are conducting research in areas of strategic interest to the institute.

The initial group of Domenici Fellows conducted their research over the 2012 summer session. Only NMSU faculty members were considered for the first round of fellowships, but for subsequent semesters the program may accept applications from faculty members at other universities. All successful applicants are required to be in residence at NMSU during their fellowships.

The 2012 Domenici Fellows and their projects were as follows:

- **Christopher A. Erickson**, professor of economics, sought to estimate the impact of the American Recovery and Reinvestment Act of 2009 on local economic development.
- **Julie Steinkopf Rice**, assistant professor of sociology, examined how individuals seeking to start their own business are utilizing a community's assets.
- **Harikumar Sankaran**, associate professor of finance, and **Violeta Diaz**, assistant professor of finance, evaluated bi-national financing mechanisms to improve the infrastructure of the U.S.-Mexico border region.
- **Daniel S. Scheller**, assistant professor of government, examined the effects of merging city and county governments on economic development.
- **Larry Tunnell**, professor of accounting, and **Anthony “Tony” Popp**, professor emeritus of economics, investigated the various effects of the domestic production activities deduction as a form of corporate tax reform.

Domenici Fellows are expected to produce peer-reviewed journal articles discussing the outcome of their fellowship research and present their work at either a Domenici Forum or a conference in their discipline. Each fellow will also write a policy white paper summarizing the outcome of his or her work.
Dean Carruthers spreads the word on the Cowboy Code of Ethics

He has been governor of New Mexico, a successful businessman and now the current dean of New Mexico State University’s College of Business, but in his heart, Garrey Carruthers is a cowboy. And nowhere is that more evident than when he discusses his Cowboy Code of Ethics.

“These days, people — especially in business and politics — talk about how hard it is to do what is right and stick by that decision,” Carruthers said. “But somehow, the cowboys of the Old West managed to do it and we should, too.”

Like an old time circuit-riding preacher, Carruthers has been traveling up and down the state spreading the word of the Cowboy Code of Ethics to leaders in business, academia and government. It’s part of NMSU’s work with the Daniels Fund Ethics Consortium, which awarded the university a grant to develop an ethics program. Hobbs-native Bill Daniels founded the Daniels Fund.


The dean first developed his sense of Old West ethics while growing up on a farm in Aztec near Farmington. It was from his parents that he learned one of the most valuable lessons in life: A promise made is a promise kept.

“Politics and business are areas where ethics can take a severe beating,” Carruthers said. “Having worked in both arenas, I can tell you that this code served me well in helping me to keep my perspective, my morals and my ethics.”
I
noventure, an annual contest that encourages students to use
science, technology, engineering and math to solve business prob-
lems, received a $100,000 grant from the Daniels Fund. Innoventure
is organized by New Mexico State University’s economic development
hub, the Arrowhead Center.

“It speaks volumes about the value of Innoventure that an organi-
zation with a reputation as great as the Daniels Fund believes in this
program enough to support us at that level,” said Garrey Carruthers,
dean of the NMSU College of Business and vice president for eco-
nomic development.

NMSU already has a strong connection to the Daniels Fund, with
the College of Business being an active member of the Daniels Fund
Ethics Consortium. The grant, which will fund two years of Inno-
venture, was given through the Daniels Fund’s youth development
program.

“The Innoventure program helps ground youth in financial respon-
sibility and entrepreneurship,” said Peter Droege, vice president of
communications for the Daniels Fund. “We believe that this program
will positively impact the lives of youth in New Mexico.”

The money will go primarily toward expanding the Innoventure
competition, said Marie Borchert, director of Innoventure at the
Arrowhead Center. During the first year of the grant, Innoventure
will recruit eight more teams from around the state, bringing the total
number of teams at the finals to 48. During the second year of the
grant the number of finalist teams is expected to grow to 56.

Droege added that the grant also would be used to support the
development and implementation of a strategic plan to license the
Innoventure program to schools and school districts in New Mexico.

Through licensing the program, Borchert said, Innoventure competi-
tions could be conducted in a single school or even a single classroom if
the school cannot field a team for the statewide competition.

Using his personal experiences, Carruthers takes Owen’s
“cowboy ethics” and gives them his own interpretation:

Live each day with courage.
“Cowboys know fear, but they are always able to set it
aside and do what they need to do. It also means being
willing to speak up when something isn’t right, even if it
means going up against your partners, your colleagues or
your superiors.”

Take pride in your work.
“Ever notice how straight the lines are in agriculture?
That’s pride of workmanship.”

Always finish what you start.
“Cowboys don’t like whiners or quitters. When you’re riding
through hell, you just keep on riding.”

Do what has to be done.
“Do the right thing. It’s not easy to stand up for what’s right.”

Be tough but fair.
“Always play fair. If you are going to get into a gunfight,
it has to be a fair fight. The worst thing is to shoot
somebody in the back.”

When you make a promise, keep it.
“Promises can roll off your tongue so easily. We all need
to be more careful about what we promise.”

Talk less and say more.
“Cowboys believe the bigger the mouth, the better it looks
shut. Cowboys are doers, not talkers. If a boss praises a
cowboy, he says he’s a good hand. If a cowboy wants to
praise the boss, he says the boss sure can cowboy.”

Remember that some things aren’t for sale.
“When I was an intern in Washington, D.C., I remember
hearing then-President Nixon’s former Secretary Pete
Peterson tell his aides to never do anything immoral or
illegal because ‘I want you to be traveling light.’ How many
CEOs are in jail today because they started to take on
baggage?”

Know where to draw the line.
“Just because it’s legal doesn’t mean it’s right.”

Ride for the brand.
“Even when cowboys are unhappy about something, they
always remain loyal to the brand — as long as the brand
maintains its ethics and integrity. We ride for our brands
loyally, but never blindly.”

RECOGNIZING INNOVENTURE
Program for young entrepreneurs receives
major grant from Daniels Fund

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science, technology, engineering and math to solve business prob-
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The Daniels Fund grant will provide more students the opportunity to participate in
Innoventure.
STAYING CONNECTED

Aggie alumni, faculty and friends enjoyed live music, food and spirits at the College of Business Albuquerque Alumni Event in April. Pictured: Joe Lujan, Kris Sweeney, Nestor Romero and James Lyons.

Student scholarship recipients welcomed the opportunity to thank the donors who contribute to their success at the 2012 College of Business Scholarship Luncheon.

Attendees were in good company at the annual Donor Reception held at Dean Garrey and Kathy Carruthers’ home. Pictured: Christopher Dulany, Kathy Carruthers, Mike and Judy Johnson and Diane Calhoun.

Hall of Fame guests appreciated reconnecting and visiting with friends at the 2011 Hall of Fame Banquet.
Carl Everett '74, corporate adviser and venture capital consultant, provided students with insight and observation about future career paths and how his own career path relates to students.

Bobby Lutz '73, investment broker and investor, shared insight on what to expect in the secular world, what prospective employers are looking for in job candidates, and the importance of one's first job.

Perry Elders '84, executive vice president and chief financial officer of J. Ray McDermott, S.A., shared general career advice with students as well as information on accounting and ethics with discussion on his experiences while at the Arthur Andersen Houston Office during the Enron scandal.

Julie Dill '81, president and chief executive officer at Spectra Energy Partners Group, spoke to students regarding her career in the energy industry and offered career advice.

Jack (John Christopher) Domme '85, chief executive officer at Hitachi Data Systems, mentored students on successful leadership styles, big data and the future, and the importance of good communication and leadership skills.

John Cordova '81, director of Sports Transaction Management at The Coca-Cola Company, presented on the marketing and management industries and his personal career experiences.

James Lyons '85, chief underwriting officer at Mountain States Insurance Group, spoke to students about the insurance industry and the important role College of Business professors played in his career.

WE HAVE MOVED OUR ANNUAL COLLEGE OF BUSINESS HALL OF FAME EVENT TO THE SPRING SEMESTER FOR THE FORESEEABLE FUTURE.

PLEASE PLAN TO JOIN US ON APRIL 12, 2013.

Phillips 66, now a separate company from ConocoPhillips, debuted on May 2, 2012. Aggie alumni Greg Maxwell (fourth from the left) and Andrea Baca (second from the right) represented Phillips 66 by ringing the opening bell at the New York Stock Exchange to celebrate the company’s first week of regular trading.
GIVING SERVICE ITS DUE

Don Beasley Receives the 2012 James F. Cole Memorial Award for Service

For his extensive record of service and support to New Mexico State University and the College of Business, Don Beasley was awarded the 2012 James F. Cole Memorial Award for Service.

This award is given to those who have supported NMSU through involvement with the university as well as civic, humanitarian and professional service.

Beasley grew up in New Mexico, originally attending NMSU on a football scholarship. He entered the Cooperative Education Program as a sophomore, graduating from the program in 1972. Beasley, a certified public accountant in both New Mexico and Texas, began his career at an accounting firm in Las Cruces before starting his own firm with partner Paul Mitchell in 1987. Beasley, Mitchell & Co., currently includes four partners and approximately 30 staff members and serves more than 2,300 clients.

Beasley shares his success and knowledge with current NMSU accounting students by providing 10 to 15 paid internship opportunities per academic year.

“The university attracts a lot of students from all over who have a great work ethic,” Beasley said. “Our office hires a significant number of NMSU graduates because the students are well prepared, knowledgeable in the various business areas and are very good at critical thinking.”

Beasley credits a large portion of his success to his former mentor, legendary NMSU accounting professor Lionel Haight.

“I had him his last year of teaching in 1972. He was what you would hope for in a professor. He helped us get jobs,” Beasley said, adding that Haight’s teaching style forced students to be ready for any challenge.

“He continually told us to be prepared. That’s something that stuck with me forever,” Beasley recalled.

Recently, Beasley provided a gift for the establishment of the first endowed chair in accounting in honor of Haight.

Beasley’s leadership in this effort, a first of its kind, has inspired other CPA firms and alumni to explore similar opportunities and endeavors.

Beasley has served in numerous volunteer roles with NMSU, including past president of the NMSU Foundation, current external member of the NMSU Efficiency & Effectiveness Committee, current member of the NMSU Accounting Advisory Council, NMSU Alumni Association president from 1985-1986, former treasurer of the Aggie Sports Association and past president of the Mil Gracias Society. In addition, Beasley is a member of several other professional and civic organizations and remains active in the community.
Can you name this Aggie Professor?

Answer on page 13.

LEADING THE FIELD

Moore Receives the 2012 Distinguished Alumna Award

Using the skills she first began honing while on a softball field at New Mexico State University, Jackie Kerby Moore is now leading the team at the Sandia Science & Technology Park, the 340-acre technology community affiliated with Sandia National Laboratories.

This and many other accomplishments have earned Moore the 2012 Distinguished Alumni Award for the College of Business. The Distinguished Alumni Award is given to NMSU graduates who have distinguished themselves through their contributions to society and their profession, while in the process bestowing honor and distinction to the university.

Moore, who earned degrees in marketing and management in 1982, said the nomination came as a complete surprise.

“The fact that the business college believed that I’m worthy of the recognition and that I continue to add value to the university is quite an honor. I was very surprised, and I am certainly humbled,” Moore said.

Moore represented NMSU athletically, academically and socially, participating in a variety of activities that she said gave her the foundation she needed to succeed after graduation. As an undergraduate, Moore was a member of the Division I softball team. She also was a leader in her sorority and represented the university as a student ambassador.

“A lot of the activities that I participated in gave me the skills I needed to succeed. I left NMSU with the ability to multitask, to compete in stressful situations with aggressive contenders and to be a leader,” Moore recalled.

She serves as the executive director of the Sandia Science & Technology Park in Albuquerque, overseeing all aspects of the operation. The park is home to 33 companies with a total investment exceeding $351 million.

Moore’s leadership has ensured astounding recognition for the Sandia Science & Technology Park. Among the awards the park has received are the Outstanding Research Park Award from the Association of University Research Parks, the Technology-Led Economic Development Award from the U.S. Department of Commerce Economic Development Administration, the National Award for Excellence in State and Local Economic Development from the Federal Laboratories Consortium, the President’s Award from the National Association of Industrial and Office Properties, and the Roadrunner and Piñon Awards from Quality New Mexico.

In addition to her achievements at the Sandia Science & Technology Park, Moore has been recognized many times for her talent and work as an individual. She was honored with the Career Achievement Award from the Association of University Research Parks. She is annually selected as one of New Mexico’s Power Brokers and was featured on the cover of New Mexico Woman Magazine, among other prominent media outlets. Also, Moore regularly presents and speaks internationally on topics in her field.
Thank you to our Business Advisory Council and Student Ambassadors for their contributions to the college.

Business Advisory Council Members

Leonard Armstrong, Merrill Lynch
Todd Bisio, Qynergy Corporation
Dino Camuñez, First Western Trust Bank
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Robert D. Chelberg, U.S. Army Retired
Ruth Christopher, Citizens Bank of Las Cruces
Michael Clute, GenCon Corp.
Laura Conniff, Mathers Realty, Inc.
John Cordova, The Coca-Cola Company
Everett Crawford, First American Bank
Julie Dill, Spectra Energy
Linda Doubrava, KPMG
Jed Fanning, U.S. Bank
Ken Garrett
Andres M. Gutierrez, Family Health Centers of San Diego
Ben H. Haines, Jr.
Margaret Hardin, Munchkin, Inc.
Berna Holzman, Wells Fargo
Jerean Hutchinson, La Posta de Mesilla
Judy Johnson, Retired, City of Houston
Shari Jones, Prologis
Chris Knackstedt, St. John's Health System
Raymond L. Kysar, Kysar Insurance Agency, Inc.
John Long, Hub International Insurance Services
Edward Lujan, Manuel Lujan Insurance
Joe Lujan, Manuel Lujan Insurance
James Lyons, Mountain States Insurance Group
Thomas McCarthy, Jones Lang LaSalle Americas, Inc.
Beverlee McClure, Association of Commerce & Industry
Travis Melham
Kari Mitchell, Las Cruces Machine & Manufacturing
JoLou Ottino, HALO Branded Solutions
Kelly Peña, Disney
Eric Powell, ExxonMobil
Mike Rogers, True Influence
Jerry Smith, Laguna Development Corporation
Sidney Strebeck, Strebeck Auto Group
Jennifer Taylor, Retired, NMSU
Adolfo Telles, Retired, KPMG
Kerry Weems, General Dynamics Information Technology
James Wetherbe, The Wetherbe Group

Ambassadors

Kelsey Campbell
Christine Colwell
Daniel Cueto
Eddika Duarte
Isra Gadri
Max Haake
Amy Marchese
Candy Meza
AJ Molina
Lauren Moore
Zackary Quintero
Alejandra Rosales
Eduardo Rosalez

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CHAMPION’S CHOICE
NMSU hosts the PGA’s first summer camp for potential golf management students

New Mexico State University’s PGA Golf Management™ program has received another vote of confidence from the PGA. Over the summer, the program hosted the PGA of America’s first and only summer camp for high school students interested in studying golf management. Called the PGA Golf Management™ University Program Summer Experience, 13 soon-to-be high school seniors spent four days on the NMSU campus learning about golf management and how to improve their game.

“I think the PGA selected NMSU to host this first camp because of the years we have been running the golf management program,” said Pat Gavin, director of the PGA Golf Management program at NMSU’s College of Business. “We do everything really well, we have all the facilities needed and we have had the support of the university over the years.”

NMSU’s relationship with the PGA has been a long one. In 1987, the university’s golf management program became only the third in the nation to be accredited by the PGA.

The 16- to 17-year-old students attending the Summer Experience came to Las Cruces from as far away as Pennsylvania, Florida and Oregon. To qualify for the camp, the 10 boys and three girls had to show an interest in learning about golf management as a career and have a minimum handicap of 19.

While the number of campers may seem small, Gavin said the PGA only asked NMSU in March to host the camp. Gavin hopes that as many as 20 to 30 teens will attend the camp next summer.

The teens who took part in this inaugural camp received a taste of what the college experience would be like if they opted to join a PGA Golf Management™ program.

“This program provides these young adults with an array of activities that can help them better appreciate how special golf is at so many levels, including the potential for it to be a most fulfilling career,” said PGA President Allen Wronowski.

2011-2012 Retirements
Thank you all for your service and contributions to the College of Business and our students!

Advising Center:
Rose Clark

Accounting and Information Systems:
Ed Scribner and Leona Silva

Economics, Applied Statistics and International Business: Vicki Taggart

Management:
Peter Dorfman

Aggie Advancements
Julie Dill was appointed President and Chief Executive Officer at Spectra Energy Partners Group.

Kerry Weems joined Targeted Medical Pharma’s Board of Directors.

Angela Throneberry was appointed NMSU Senior Vice President for Administration and Finance.

Rebeca Perez was awarded a $10,000 minority doctoral scholarship from the KPMG Foundation.

Michael Núñez was named Chief Financial Officer of University Medical Center of El Paso.

Travis Stanford received the prestigious Award for Excellence by Vanguard.
## College quick facts
### Academic Year 2011–2012

#### Enrollment by Gender

**Undergraduate**
- Men: 1,163
- Women: 962

**Graduate**
- Men: 175
- Women: 152

#### Enrollment by Ethnicity

**Undergraduate**
- Two or more races: 10
- American Indian/Alaskan Native: 92
- Asian: 33
- Black/African American: 67
- Native Hawaiian/Other Pacific Islander: 7
- Hispanic: 1,008
- Race and/or Ethnicity Unknown: 118

**Graduate**
- Two or more races: 7
- American Indian/Alaskan Native: 7
- Asian: 9
- Black/African American: 9
- Native Hawaiian/Other Pacific Islander: 7
- Hispanic: 78
- Race and/or Ethnicity Unknown: 35
- White: 115
- Non-resident Alien: 73

#### Graduation Data

**Bachelor’s degrees**
- Accountancy: 64
- Economics: 23
- Finance: 70
- General Business: 77
- Information Systems: 48

**Master’s degrees**
- Accountancy: 26
- Agricultural Economics: 3
- Applied Statistics: 2
- Business Administration: 96
- Economics: 15

**Graduate Certificates**
- Finance: 1
- Public Utility Regulation and Economics: 1

**Doctorates**
- Business Administration: 1
- Doctor of Economic Development: 2

International Business: 23
Management: 65
Marketing: 77

† Masked for confidentiality as per FERPA regulations.