Dean, College of Business - Dr. Garrey Carruthers

- In what many think was a first, the Ambassadors from all of the Colleges and Programs had a little meet and greet at the Educational Services Center. Several Deans were present to brag that their Ambassadors were the best in the land. The event was a reminder why it is so much fun to hang around NMSU – young, energetic, personable, charismatic future leaders having a great time getting acquainted. My thanks to Cheri Coffelt and her counterpart Ambassador coordinators for the idea and for arranging the event.

- The Genetics Testing Laboratory and its subsidiary, the Forensic Testing Laboratory, is attempting to become a vendor to the police and judicial system with the support of the First Gentleman Chuck Franco, local law enforcement officials, and the Dona Ana District Attorney Amy Orlando. Currently, the State laboratory turnaround time is measured in weeks when many criminal investigators need an answer in hours or days. FTL turnaround times are in days, which make the lab an attractive option. GTL/FTL did the DNA analysis that resulted in the arrest of Katie Sepeich’s killer.

- I had a great time lecturing to Dr. Steve Elias’s leadership class. Thanks to Steve for the invitation.

- The Domenici Institute, with the assistance of the Provost, has invited Secretary of Defense Gates to attend this fall’s Domenici Public Policy Conference. We plan to have a major portion of the Conference dedicated to national security.

- Several folks joined the Provost in an audio conference entitled Academically Adrift. The audio was very poor and the speaker said “ah” 290 times but his message was right on target. Students need to read and write more. Amen! Hallelujah!

- Harry Burgess, the City Administrator for Carlsbad, successfully defended his Doctorate of Economic Development Project before his committee. His project was to evaluate the potential and efficacy of the Waste Isolation Pilot Plant becoming a repository for high level nuclear waste. While politically unpopular in some circles, except in Carlsbad, Harry made a compelling case for having WIPP replace the now moth balled Yucca Mountain repository. This is the first doctoral defense I have participated in for years and I was impressed by the project and the preparedness of this DED student.

- Bruce Huhmann has issued the call for this summer’s Daniels Fellows. Last summer, 9 faculty members from two colleges worked on ethics case studies to be used in the classroom. Anyone interested should get in touch with Bruce. He will assist you in developing a successful proposal.

- HAVE A GREAT SPRING BREAK!
Associate Dean of Academics - Dr. Kathy Brook

- Deb Cardinali has been working on materials for the web page for new students who will not be able to attend a New Student Registration (NSR) session and will be meeting instead with advisors in individual appointments. Justine Adkisson is working with Deb on the NSR’s that will be starting April 30 and continuing through June and is refining our process for evaluating transfer credits and informing students about changes in evaluations.

- I attended a session at the Teaching Academy which focused on the recent book *Academically Adrift* and how to address concerns it raises about college education and critical thinking skills.

- Along with representatives of the various NMSU campuses, I am participating in a planning committee for a summit meeting of the campuses on Monday, April 25. In the recent past business faculty have met in a break-out session but the focus of this summit may be on broader issues such as advising, assisting students more generally in the transition from a two year to a four year campus, and authentication of students taking online courses.

Associate Dean, Research & Economic Development - Dr. Kevin Boberg

- New Mexico State University’s Studio G will hold an open house 11:30 a.m. to 1:30 p.m. March 30 in the Academic Research Building. Studio G was created by NMSU’s Arrowhead Center as a business incubator specially designed for college students and recent graduates. The open house will be an opportunity for the NMSU campus community to see the space, meet the staff, and learn more about how a student incubator provides awesome opportunities for student entrepreneurs. Light refreshments will be provided. For more information, visit [www.studiognmsu.com](http://www.studiognmsu.com).

- The first student incubation team at Studio G (Brit Catron, Dana DeRego, and Miguel Vinces) presented their business concept to the Arrowhead Center Board of Directors.

- Arrowhead Center and the Physical Science Laboratory are teamed with White Sands Missile Range in a proposal effort under the Environment Security Technology Certification Program. The collaboration will propose an innovative clean energy technology demonstration.

- UAS Inc. has signed a lease for a hangar at the Las Cruces Airport. They plan to move down around late April or early May. This will be the first UAS Company to setup a permanent presence in Las Cruces.

- Arrowhead Center in conjunction with the Physical Science Laboratory and The Southwest Technology Development Institute of New Mexico State University submitted a proposal this week to White Sands Missile Range in response to a request for support of its alternative energy initiative. The objective of this effort is to design a system that will harness, store, manage, and distribute alternative renewable energy resources, the Smart Energy Test Implementation (SETI) system. The Arrowhead Center will apply its proven demonstration/validation (DEMVAL) methodology (developed for the Department of Energy/National Nuclear Security Administration) in the test phase of the SETI system.
Energy is a major technology focus area of the Arrowhead Center, whose functions include commercialization of technology and acceleration of enterprise formation.

- Sara Sanders and Chris Penner were invited to speak at the March 11 Verge Seminar Series. The presentation was entitled “Studio G and TECHSTART: Launching Start-Up Companies at NMSU”. This presentation was well attended by faculty members and students. Contact has been made with at least 4 faculty members and students who are interested in pursuing business incubation at NMSU.

- La Semilla, a local non-profit committed to establishing a vibrant farm-to-institution program, has been accepted into the student incubator. La Semilla’s mission is to build a healthy, self-reliant, and sustainable food system in the Paseo del Norte Region. President, Aaron Sharratt, and team are recent alum of New Mexico State University. Two NMSU faculty members are on the board of La Semilla.

**Accounting & Information Systems Department - Dr. Ed Scribner**

- Bobbie Green’s manuscript entitled “Nanotechnology: Technical, Economic, and Social Implications” was accepted for presentation at the Academic Business World International Conference May 25-27. The manuscript will be published in the refereed conference proceedings and, should it win Best Paper Award, will be published in a refereed journal associated with the Conference.

- Larry Tunnell and Christine Wright’s article “Implications of Turning Home into Rental” appeared in the Las Cruces Sun-News as part of an ongoing series designed to assist taxpayers during the annual filing season. Christine is a practitioner at Beasley, Mitchell & Co., CPAs.

- Jennifer Kreie participated in the Microsoft Enterprise Consortium (MEC) board meeting on March 9th and 10th. Jennifer is a member of the board. The MEC makes large-scale databases available for educational use. Microsoft provides the hardware and software needed to implement the transfer. Databases have been donated by Sam’s Club, Tyson Foods, Dillards, and other companies.

- On Monday, Bill Smith spoke to high school students at Mesilla Valley Christian Schools about financial planning and obtaining a college education in business.

- In conjunction with ASNMSU and Chicano Programs, the NMSU Student Chapter of ALPFA (Association of Latino Professionals in Finance & Accounting) hosted Frances Garcia, Inspector General of the U.S. Government Accountability Office (GAO) on Thursday, March 10th to kick off the 2011 Fiestas Latinas.

- Kristi Granados and Kyle Sanders of Kriegel / Gray / Shaw & Co., P.C., provided a technical session to the accounting students in Beta Alpha Psi on New Mexico’s new statute governing classification of state agencies in six different tiers based on revenues, capital outlay expenditures and awards, and related criteria. New Mexico is a leader in enacting such legislation to bring previously unaudited entities under the monitoring processes of Office of the State Auditor.

**Economics/International Business Department - Dr. Rick Adkisson**

- DED student Harry Burgess successfully defended his doctoral project, “The Nuclear Waste Dilemma: An Assessment of Economic Development Opportunities for Carlsbad,  

New Mexico,” on Friday, March 18, 2011. His committee included Ben Widner, Meghan Starbuck, Garrey Carruthers, Paola Bandini, and Rick Adkisson.

- Robert Steiner was a committee member in Soil Science for a recent doctoral defense. The doctoral student studied the performance of hydrology models under different rainfall (event) scenarios. The defense was completed successfully.

- “The Center for Public Utilities conducted its annual Issues Conference in Santa Fe March 12 – 16. Over 120 people attended. Attendees and speakers are comprised of upper management utility staff and executives as well as public utility commissioners and staff. Doug Gegax and Jeanette Walter also met with the CPU Advisory Board on March 13. All and all, it was a very successful conference.”

- DED student Lucinda Vargas was a panelist for a session titled “Building Strong and Resilient Communities along the U.S.-Mexico Border” at the 15th Annual U.S.-Mexico Congressional Border Issues Conference sponsored by the United States-Mexico Chamber of Commerce. The conference was held March 16-17 in Washington, DC.


- Jim Peach presented a paper titled “The Aging of the US-Mexico Border Populations to the Center for Latin American Studies Seminar Series on March 9, 2011. The paper will be published soon as part of a SCERP (Southwest Consortium for Environmental Research and Policy) monograph.

- Rick Adkisson attended the May 9 Teaching Academy Board meeting as a representative of the ADVANCE program.

- Bill Gould assisted 3 graduate students on their masters research projects, including 2 projects on nest survival analysis of burrowing owls and macaws, and one on chile color.

- Bill Gould co-authored a presentation that was invited for the American Fisheries Society Meeting this fall.

- Robert Steiner met with a local physician to continue a study which tracks the progression of pre-cancerous skin lesions into malignant lesions.

**Finance Department - Dr. Liz Ellis**

- On March 16, Greg Roth served as the Dean's Representative on the oral examination committee for Jeremy McBurney. Jeremy is a student in the Master of Accountancy program.

- On March 18, Liz Ellis gave a “Time Management” workshop for the participants in the ADVANCING leaders program.

- On March 14, Liz Ellis participated as a member in the Las Cruces High School Advisory Council meeting.
• On March 15, Liz Ellis served as an invited panelist on a “Law, Lawyers and Careers in Law” panel sponsored by the ASNMSU Supreme Court and Pi Sigma Alpha.

• On Thursday, March 10, Liz Ellis met with Jamie Fletcher of Merrill Lynch to discuss the internship program and other ways that Merrill Lynch can become involved in our finance program. Merrill Lynch has been offering internships to NMSU finance students for many years and is involved with the NMSU FMA (formerly finance club).

Management Department - Dr. John Loveland

• As the College of Business representative on the NMSU Diversity Council, Dr. Weisinger participated in Council meeting with President Couture and Provost Wilkins on the role of the Council and on the University's ongoing commitment to diversity issues across campus.

• Dr. Terry Adler and co-author Dr. Isaac Wanasika had a manuscript titled "Minimizing Transaction Costs Through Interfirm Trust: Another Look at Measurement Issues" accepted for publication in the Journal of Social and Behavioral Sciences.

• What do the clown Ronald McDonald, WalMart’s Sam Walton, and Betty Crocker have in common? According to Management professors David Boje and Grace Ann Rosile, they are powerful leaders of their organizations, albeit not as embodied persons. Together with Alison Pullen and Carl Rhodes, Boje and Rosile explain the power of “The Virtual Leader” in their “Emerging Perspectives” chapter in the just-released Sage Handbook of Leadership (Bryman, Collinson, Grint, Jackson, and Uhl-Bien; Sage 2011). You can take a peek at the pre-publication version of the chapter at http://peaceaware.com/vita/paper_pdfs/The_Virtual_Leader_chapter.pdf

• Dr. Elias has accepted an invitation to serve another term on the Editorial Board of the Journal of Organizational Behavior. Dr. Elias has been on the JOB board since 2007.

• As part of a lecture series arranged by the NMSU student association, Dr. Azadegan presented a mini-lecture to a group of NMSU students titled “What is Supply Chain Management and why you need to know about it” in Garcia Hall.

• As the coordinator for Academy of Management, Operations Management Division’s doctoral consortium to be held in San Antonio in August 2011, Dr. Azadegan has been involved in recruiting senior faculty, junior faculty and senior doctoral students for the consortium. To date, 8 senior faculty and three junior faculty have been selected. Applications from four senior doctoral students have been received. Dr. Azadegan will be reviewing the student application and selecting a total of eight student in May.

• Since the end of the Fall 2010 semester, Dr. Azadegan has completed approximately 80 hours of journal related review activities. Among these, Dr. Azadegan has completed three reviews for the Journal of Operations Management (top ranking journal in the Operations Management field with an impact rating of 3.2), two reviews for the Journal of Supply Chain Management, and reviews for International Journal of Operations Management (1 review), International Journal of Production Economics (1 review), International Journal of Production Research (1 review) and Decision Sciences Journal (1 review).
Marketing Department - Dr. Pookie Sautter

- This past weekend, the PGA Golf Management Program hosted Jim Yachinich, industry expert, for a full day of Golf Club Repair and a Custom Fitting Seminar. Over 85 students were in attendance. The PGA Golf Management Program also hosted Todd Kersting, New Mexico’s Teacher of the Year, for a 3 hour Teaching Golf Seminar. 91 students were in attendance.

- Pat Gavin and Josh Salmon attended and represented NMSU at the Daniels Business Ethics Luncheon held at the University of Colorado @ Colorado Springs campus. Guest Speaker was Rhonda Miller, Manager of Ethics Education and Training for the Eaton Corporation, which just happens to also own Golf Pride Grips, the world's largest golf grip company. Ryan Cancino, Ryan Cyfark, and Allen Kelley, three of our PGA Golf Management students, were selected to represent NMSU in May at the PGA National NCAA Minority Golf Championships.

- Dr. Robin Peterson's article entitled "Life History Training for Sales Representatives," appeared in the March issue of New Mexico Business Outlook. Robin has been asked to serve on the Board of Advisors for a non-profit organization that heads archeological excavations and research. He has also been asked to serve on an outside review board for the Marketing Department of Montclair University.

- Doctoral student Grant Aguirre presented his paper "Consumer Behavior in the Political Marketplace: An Analysis of Voter Persuasion and Voting Behavior" at the Association of Collegiate Marketing Educators conference in Houston, TX. The paper won the Best Paper in the New Media, Social Marketing, and Ethics Track Award. Also, he submitted a paper "Brand Development and Management in the Bed and Breakfast Industry" to the Journal of Travel and Tourism Marketing.

- Dr. Kelly Tian served as PI on a team effort to submit a $50,000 IRG grant proposal entitled Health-consequence Holograms and Web-based Graphic Pathographies: The Effects of ICT Interventions on Individuals’ Self-managed Health Care." Dr. Jim Kroger (psychology) and Dr. Pookie Sautter are co-PIs and PhD students Temo Nevarez and Sarah Fischbach will receive partial funding for work on the grant is funded. Kelly attended a Teaching Academy seminar "Seven Sane & Sensible Practices for Email" by Meggin McIntosh. In her role as PhD Program Coordinator, she has been very busy writing letters of nomination for many of our current PhD students for various graduate award opportunities. Lastly, she completed reviews for the Journal of Marketing and the ACR Conference.

- Dr. Pookie Sautter attended a Teaching Academy workshop on Integrity in Online Classes. In her service as faculty advisor to the club, she attended the Tom's Club new officer election for the next academic year. Dr. Sautter has also been offered a consulting opportunity as Digital Consultant to marketing educators for McGraw Hill Publishers.

- Doctoral student Miguel Angel Zúñiga presented his paper "Strategizing for Effective Adaptation to Diverse Consumer Markets," co-authored with Dr. Michelle Jasso, at the American Society of Business and Behavioral Sciences Conference in Las Vegas, NV.
School of Hotel, Restaurant & Tourism Management - Dr. Janet Green

- Chef Maurice Zeck visited Onate High School on March 16. He spoke about the HRTM School and gave a presentation on safe knife skills.

- Chef Zeck and students of the National Society of Minorities in Hospitality (NSMH) club prepared dinner for a local sorority on campus. This was a fundraiser, and $400 was raised by the student club.

- Dr. Janet Green attended a meeting regarding the participation of HRTM in the 50th anniversary of the Peace Corps. Delano Lewis, Dean of International Programs, is organizing a celebration scheduled for October 17-19, 2011.

- Dr. Keith Mandabach and 20 students from HRTM attended the International Nightclub/Bar and Beverage Retailer/Beverage and Food Convention/Trade Show held March 7-9 at the Las Vegas, NV, Convention Center. Students were able to interact with industry professionals and gain valuable insights into the food/beverage industry.

- Daren Bloomquist, College Assistant Professor, attended the NMSU Transfer Fair held February 23 in Alamogordo. HRTM was one of 15 Universities or Program to have a table at the Fair.

- Daren also visited Las Montanas High School here in Las Cruces on February 25. He spoke with students about the hospitality industry as a career, and what professionalism is.

- Dr. Siri McDowall was a judge for student posters for the 2011 NMSU Graduate Research and Arts Symposium, which was held March 1 and organized by the Graduate Student Council of New Mexico State University.

- Two students, Sarah Salguero, and Andrea Wein have been chosen as recipients of the 2011 American Resort and Development Association International Foundation Academic Outreach Scholarship. The scholarships will cover all of the costs associated with attendance at and travel to the American Resort and Development Association International Conference in Orlando at the end of March. These students are registered in the Timeshare and Vacation Ownership course taught by Dr. Betsy Stringam

Daniels Ethics Program Chair – Dr. Bruce Huhmann

- Look for the call for 2011 Bill Daniels Fellows. Last year, our fellows accomplished a lot of great things. Even more opportunities exist to contribute in 2011. So, see if one of the opportunities seems right for you then send in your letter of application.

- NMSU's Daniels Fund Ethics Initiative has a playlist on the College of Business YouTube channel [http://www.youtube.com/user/nmsubusinesscollege](http://www.youtube.com/user/nmsubusinesscollege) and now the Daniels Fund has its own YouTube channel at [http://www.youtube.com/user/DanielsFund](http://www.youtube.com/user/DanielsFund)

- Bruce A. Huhmann is on the Daniels Fund Consortium Evaluation Taskforce. The taskforce will begin assessing ethics among our undergraduate and graduate students this fall.