Dean, College of Business - Dr. Garrey Carruthers

- The Business Advisory Council will meet on April 8th. The agenda includes a session with the Council on the Daniels Ethics Initiative and their role in developing case statements, a review of the Arrowhead Park Early College High School including a briefing by Mickey Clute (building developer and member of BAC) and Jennifer Amis (principal of the High School), a briefing on the “Aggie Pride” program by Athletic Director McKinley Boston, plus planning for alumni events in two to three major cities having lots of College alums. As usual, the event also offers the Ambassadors an opportunity to hobnob with BAC members.

- Kevin Johnson has pledged $200,000 over the next 4 years to support undergraduate and graduate students working on Arrowhead Center projects. He also contributes $15,000 per year to a mentorship program in Information Services. We are very appreciative of his continued generosity to the College and its programs.

- The Innoventure program this year was another resounding success. Nineteen teams from as far away as Las Vegas (New Mexico) participated. I enjoyed the enthusiasm of the students who had developed “sustainability” products for communities. I saw biodegradable insulation and chemical free water purification proposals, among other exciting notions. I declared each of the teachers of the teams Adjunct Faculty members in the College of Business and because money is short, I couldn’t pay them but did give them one of our new College caps.

- President Couture periodically briefs the Regents Professors and the members of the Presidential Search Committee on the state of the University and takes questions from the audience. She gave a reasonable positive assessment of the financial situation, particularly given the State’s current financial situation. The very conservative approach to finance by the President and Regents and a reasonable tuition increase will hopefully allow NMSU to have a flat budget for the coming year. The big legislative issues are the 3.1% tuition credit and the possible abolition of the 6 hour waiver rule, which allows graduate students who take 6 hours to pay in state tuition.

Associate Dean of Academics - Dr. Kathy Brook

- It appears that BC 103 will be refurbished during the summer by OFS, including new tables and carpet and the removal of damaged wall covering.

- Deb Cardinali and Justine Adkisson attended a regional conference of the National Association of Academic Advisors (NACADA) in Albuquerque and have returned with a variety of ideas about improving our advising process including some models of the use of Blackboard to test students on their knowledge of graduation requirements. The conference had the highest turnout ever for the region with close to 250 attending.
To ensure that students do not procrastinate endlessly about completing their math courses including statistics, we are exploring new coding in Banner that would allow us to restrict enrollment by these students in upper division business courses. We are concerned that students who procrastinate and then switch to the BIS major may be creating accreditation issues for us.

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

- Nesbitt Hagood (Controller) and Bridget Fritz (Marketing Consultant) from New Mexico Highlands University (NMHU) visited with various folks from and associated with the Arrowhead Center. NMHU is developing its own New Research Park and Economic Development Act Corporation and wanted an overview of Arrowhead’s experience in launching its operations. Topics include research park development, private-public-partnerships (3P), and linking capital and intellectual property.

- The president of the Chongqing University (CQU) Science and Technology Park has inquired about visiting with Arrowhead Center personnel later this spring. Chongqing University (CQU) is a key national university in China, directly under the State Ministry of Education. The Science Park at Chongqing University, a national science park, is one of the first 22 university science parks in China, which is built by the university and the local government. Its management model is to take CQU in partnership with the local government to create, develop, and promote a community of scientific excellence and innovative technology by providing an atmosphere conducive to these activities.

- The New Mexico Department of Workforce Solutions and the Arrowhead Center, in collaboration with the NM Green Chamber of Commerce, the NM Higher Education Department and the NM Public Education Department, are sponsoring the E³ Green Jobs Forum on March 22 at the Farm and Ranch Heritage Museum. The purpose of the forum is to bring employers education and members of the workforce system together in creating green jobs and training programs, get the latest information on green workforce employment estimates, and discuss the next steps for growing green employment opportunities. More than 450 people have registered for the forum, nearly three times the original estimate.

- Funded by the National Nuclear Security Administration in the Department of Energy, the Arrowhead Center was tasked with creating a marketing project to increase interest in and pursuit of careers in national security for middle and high school students in New Mexico. Lead by Graduate Students Mina Alinejadfarshi and Tiffanie Phillips, the project began on October 1, 2009 with the marketing campaign to be distributed to all NM middle and high school students beginning in Fall, 2011. The DISCO (for middle school students) and DISCO….Your Way! (for high school students) projects were selected for an oral presentation and poster session at the Graduate Research and Arts Symposium at New Mexico State University held on March 1 – 2, 2011.

Accounting & Information Systems Department - Dr. Ed Scribner

- Two peer-reviewed journal article acceptances were announced this week: Rusty Calk’s manuscript entitled “A Course Format for Problem-Based Learning in Accounting” was accepted for publication in the Journal of Accounting and Finance.
Kevin McNelis and Bill Smith were notified that their manuscript entitled “If Plato Took Online Courses from Socrates” was accepted for publication in the April 2011 issue of Business Education Forum.

- Richard Oliver met with Steve Leask and the Registrar to make progress on the Factory Advisory Committee on Technology subcommittees work on distance education issues. Richard also attended a workshop on SoftChalk, a courseware development tool that enables faculty to develop interactive and portable teaching modules.

- Jim Nelson attended the President’s Associates Gala honoring the 2010 - 11 recipients of President’s Associates scholarships. The event also raises funds for the scholarship endowment.

- The NMSU Student Chapter of ALPFA (Association of Latino Professionals in Finance & Accounting) hosted Gabriel Gamboa whose presentation was “A Lesson on Entrepreneurship.”

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

- Robert Steiner is serving on the College of Health and Social Services search committee for the biostatistician position. The committee is currently holding on-campus interviews with the finalists.

- Bill Gould met with a graduate student in Plant Pathology to discuss the sampling design for his research project.

- Bill Gould discussed sampling design issues for estimating black bear abundance in New Mexico with Dr. James Cain, the assistant leader in the NM Cooperative Wildlife Research Program.

- Bill Gould volunteered to serve as a special award judge at the Southwest Science and Engineering Fair this weekend.

- Rick Adkisson attended the Department Head Academy training on academic dishonesty on Thursday, March 3, 2010.

- Future American Winnie Lee passed her citizenship exam on Wednesday, March 2, 2010. She will be sworn in as a U.S. citizen in the next few weeks. Welcome aboard.

**Finance Department - Dr. Liz Ellis**

- Tim Query co-authored a paper with Risa Kumazawa and Mark Yanochik titled, "A Real-Options Approach to Post-Hurricane Loss Valuation of Damage Property: Rebuild or Repair?" that was recently published in the Asia-Pacific Journal of Risk and Insurance.

- Douglas Borg, Risk Manager for the Duke University Health System visited campus as part of the "Risk Manager in Residence" program funded by a Spencer Educational Foundation grant. His Monday evening presentation covered a timely topic, "The Impact of Social Networking on Healthcare Delivery." Mr. Borg also spoke to various classes and met with numerous faculty and students on his first visit to the Land of Enchantment
The NMSU Student-Managed Investment Funds continue to perform well. Since September 1, 2010, the SIC Fund has earned $762,369 and now stands at $3,823,544. Over the same period, the Wetherbe Fund has added $11,421 and is currently valued at $92,271. Year-to-date, the SIC Fund is up 4.28%, whereas the Wetherbe Fund has increased 3.52%. In 2010, the SIC Fund was up 9.03%, whereas the Wetherbe Fund increased 11.32%. The SIC Fund invests in large-cap value stocks. The Wetherbe Fund invests according to an asset allocation strategy using ETFs. Notable stocks in the SIC Fund that have driven performance since their purchase in October and November of 2010 have been Schlumberger (+45.69%), General Electric (+29.20%), eBay (+28.33%), Alcoa (+25.04%), and Bank of America (+21.55%). The SIC Fund and the Wetherbe Funds are under the direction of Dr. Ken Martin of the Finance Department. Dale Spencer of the Accounting/IS Department and Economics/International Business Department has provided valuable assistance with the SIC Fund. (Note: All performance data is as of the market close, March 3, 2011).

On March 2, Greg Roth presented "A Simple Strategy for Lifelong Investing" to members of the NMSU Financial Management Association. In this presentation Greg discussed a simple strategy for investing that even busy, working people can follow. Greg argued that academic evidence supports the strategy and that it is likely to be successful.

Marketing Department - Dr. Pookie Sautter

An article written by Dr. Hyman and Dr. Fontenot (Ph.D. alumnus), which was previously published by the Journal of Business Research, was reprinted in Business-to-Business Marketing: Introducing B2B Marketing (Sage Library in Marketing). A manuscript by Drs. Hyman and Sierra (NMSU Ph.D. alum), entitled "Outlet Mall Shoppers' Intentions to Purchase Apparel: A Dual-Process Perspective," was accepted for publication in the Journal of Retailing and Consumer Services.

Dr. Collin Payne presented his paper "Can Consumer Health Benefit Manufacturer and Retailer Stakeholders?" at Winter American Marketing Association Conference in Austin.

Dr. Kelly Tian hosted ROJO founders as guest speakers in my Consumer Decision Making Course (MKTG311). They were fabulous as always and inspired a lot of student discussion related to consumer motivations for buying and the new concepts of consumer citizenship and ethical consumers. Dr. Tian also recruited Bernie Karl, an Alaskan based engineer, geothermal expert, and alternative energy consultant in China to speak at NMSU during spring of 2012. Among the 16 businesses he owns, one involves recycling, and the other is a resort hotel that uses geothermal power. This speaker is also included as part of her Sundt Honors course proposal which she reviewed with Dr. Bill Eamons this week. Kelly also continues to work on her Online Course Improvement Program with plans for lowering textbook cost options and implementing podcasting into her cases. Finally, she also completed a review for the Journal of Marketing.

Doctoral student Grant Aguirre submitted his manuscript entitled, "Democratic Theories and the Political Marketplace" to the Journal of Political Marketing.

Dr. Pookie Sautter gave a presentation to visiting Gadsden high school students on marketing and business education interests.
• Pat Gavin and the NMSU PGA Golf Management Program were recognized at last weekend’s Aggie Basketball game for contributions and support in helping raise over $60,000 for the Basketball team during their annual Golf Tournament Fundraiser. Recognition was given during half time of the game. The PGA Golf Management Program hosted and conducted a 3-day Teaching Seminar last weekend. Top teaching professionals Michael Hebron and Susie Meyers were the keynote speakers. We had 78 students and 12 PGA members in attendance. Great success.

• Doctoral student Jennifer Zarzosa presented her research on artistic styles and luxury brand marketing at the departmental research colloquium. Many thanks to Drs. Tian, Peterson, Huhmann, Jasso and Sautter and doctoral students Aguirre, Conner, Fischbach, Nevarez, and Qiang for their contributions to this interesting discussion.

• Doctoral student Sarah Fischbach and Tony Yan had their working paper entitled "Ordered to Consume?" accepted at the Marketing and Public Policy Conference. Sarah and Dr. Robin Peterson also submitted the paper "Extremeness Aversion Techniques in Personal Selling" to the Journal of Personal Selling and Major Account Management.

• Doctoral Tony Yan received third place award for his presentation of "Work Alienation of Marketing Employees and the Effectiveness of Marketing Strategies" at the Graduate Resarch and Arts Symposium. Student representatives from seven southwestern states participated in the program.

• Doctoral students Suzanne Conner and Miguel Zuniga submitted their paper "Music and Health-Related Food Choices" to the 2011 AMA Summer Marketing Educators' Conference. Suzanne will be presenting her accepted paper entitled "When is Imitation the Best Strategy" at the Academy of Business Research Conference in New Orleans this month.

Management Department - Dr. John Loveland

• Phil Benson, Professor in the Management Department, was on sabbatical last year. He was engaged as a Visiting Fulbright Scholar at ISM University of Management and Economics, where he taught advanced undergraduates in International Human Resource Management and doctoral students in Social Research Methods. During his sabbatical he engaged in the following additional activities.

• In addition to teaching at ISM, Prof Benson also taught a compressed doctoral seminar on Organization Theory at the Estonian Business School in Tallinn, Estonia.

• He also made academic and practitioner presentations on several occasions. In March, he gave an invited keynote address to the American Chamber of Commerce in Lithuania, at their annual meeting in Vilnius. He spoke on “National Cultures and International Business: Understanding our Differences to Enrich Our Commonalities”. Member organizations in attendance included numerous large American corporations, such as 3M, Avon Cosmetics, Cisco Computers, UPS, Western Union, Eli Lilly, IBM, Mars, Microsoft, Best Western, Coca-Cola, Amgen, Johnson & Johnson, Kraft Foods, Philip Morris Baltic, Motorola, and several dozen other companies.

• In May, he presented an invited keynote address to the 8th annual meeting of the Baltic Management Development Association, which was held in Riga, Latvia. Part of this
activity was to assist Selga Laizâne, Executive Director of the Latvian National Opera, in leading a delegate tour of their facility in Riga, followed by a discussion session among participants. This was followed by a keynote address back at the meeting venue, on the topic of “Managing Stars: How to Lead Personalities in a Creative Environment”.

- Prof Benson was recently notified that he was given the Reviewer of the Year award by Emerald Publishing, for work on the Baltic Journal of Management, and the award was formally presented at the annual meeting of the Academy of Management (USA) in Montreal in August of 2010.

- Prof Benson has recently published the following:


- Jim Bishop and co-authors John Shields (of Australia), Dow Scott (USA), and Paulo Goelzer (USA) had their paper "Pay perceptions and their relationships with cooperation, commitment and intent to quit: A field study." accepted for publication in the Journal of International Studies of Management and Organization.

- Jim Bishop reviewed a manuscript for the Human Resource Management Review.

- Grace Ann Rosile collaborated with co-author Cal Boardman of Utah State University on a paper “Antenarrative Ethics of Native American Indian Trading” which was accepted for presentation at the 20th Anniversary Meeting of the Standing Conference on Management and Organizational Inquiry. The conference is celebrating its anniversary as
well as the 20th anniversary of David Boje’s seminal ASQ article on storytelling by having storytelling as the theme for this year’s meeting. Rosile and Boardman met through their work on ethics sponsored by the Daniels Foundation.

School of Hotel, Restaurant & Tourism Management - Dr. Janet Green
(No Report at this time)

Daniels Ethics Program Chair – Dr. Bruce Huhmann
- Bruce A. Huhmann gave a presentation on introductory ethics to the Dona Ana Chapter of the NM CPAs during their March 3 meeting at Ono Grindz. They were a great audience and very attentive. Afterwards, some nice comments about the Daniels Fund Ethics Initiative and the presentation were received.

Domenici Institute – Ann Morgan
(No Report at this time)