Dean, College of Business - Dr. Garrey Carruthers

- I join all New Mexicans in mourning the death of Governor Bruce King, one of the most popular New Mexico political leaders of my time. He is legendary for his down home personality and enthusiasm for greeting and chatting with everyone. He is the only governor to serve for 12 years and most would argue they were good years for New Mexico, particularly in that we did not have the acrimonious political environment of today. Governor King was a consensus builder and a healer. New Mexico was well served by this “Cowboy in the Roundhouse”.

- Gary Gomes of the High Tech Consortium dropped by for a visit. The HTC is in a rebuilding mode now. Gary is an attorney with great experience in broadband communications and high tech companies. If any Department is looking for an entrepreneurial attorney, I have his resume.

- Peyton Yates and Senator Domenici have both expressed interest in spending more time in the classroom next spring. Both will join me in my class but if you have an interest in having them join any of your activities, call Sharon Jones and she will make arrangements.

- Be sure to turn in your comments on the Presidential candidates today. They must make the selection by sometime Thursday to comply with statute.

- The word is in on the recent legislative/governor’s budget activity. NMSU’s recurring revenue was reduced by $9.7 million. $6.4 million is in Instructional and General and $3.3 million in Research and Public Service Projects. By using reserves, administration has been able to cover the I&G reduction for this year only but something will have to give on the RPSP projects.

Associate Dean College of Business – Dr. Kathy Brook

- The Distance Education Directors met with Kitty Berver, Bobbie Derlin, and Carmen Gonzales to discuss a variety of issues. One of these was the university’s Online Course Improvement Program (OCIP) about which you should be hearing more soon. OCIP offers a series of face-to-face workshops and online webinars as well as co-hosting with the Teaching Academy a monthly session, “Let’s Talk Teaching.” The goals are to enhance web course design and delivery while reducing student textbook costs, provide faculty instructional design services and encourage best practices for online learning, facilitate participation in national content consortiums and support a culture of quality for online courses taught at NMSU.
At the ADAC meeting there was discussion of a Faculty Senate Memorial aimed at increasing English proficiency standards associated with admission of international students.

**Associate Dean, Research & Economic Development - Dr. K. Boberg**

- Dawn Hommer spoke with Wendy Ederer, Program Manager for the New Mexico Procurement Technical Assistance Program (NMPTAP) regarding collaborative opportunities and NMPTAP’s participation at the 2nd Annual National Security Conference 2010. NMPTAP recently opened several offices at local SBDCs to provide small businesses who wish to pursue government contracts with workshops and consulting services.

- Dawn Hommer attended a webinar showcasing propriety surveillance technology created by BRS Labs. The system learns what behaviors are normal and then notifies the user when an abnormal behavior is observed in the area being watched. The company was referred to ATI client DRA to be explored as a potential future partner.

- Chris Kientz continues to work on demonstrating and validating the technology of ATI client GPS. Current discussion is focusing working with Fort Bliss to evaluate GPS’ invention.

- Matt Elgersma met with Mark Pendleton, Programs and Promotions Manager for Branigan Library. Among other topics, they discussed the Entrepreneurship Library opening December 4 (funded through a grant from the Small Business Administration) and identified opportunities for future collaboration.

**Assistant Dean, Development & Public Relations - Sylvia Acosta**

(Nothing to report at this time)

**Accounting & Information Systems Department - Dr. Larry Tunnell**

- Jennifer Kreie presented a paper at the Information Systems Educator's conference on November 7th in Washington D.C. The title of the paper is: "Going from data to decisions: Preparing students to use enterprisesystems". The paper was authored by Jennifer Kreie, Carlo Mora, and Jim Shannon.

- November 9th and 10th, Howard Alsdorf and Laura Bennett from Tyson Foods came to campus to see presentations from students in the ERP course (BCIS 485). These presentations explain each student team's company performance in a business simulation that runs in SAP.

- On November 2nd Richard Oliver traveled to Chaparral Mid School to present a hands-on exercise in pandemic virus spread and hypothesis testing. The audience was the GUTS (Growing Up Thinking Scientifically) club of the mid school. Hand held Palms are used to simulate the spread of a virus throughout a population. Students were asked to form hypothesis about the spread of the virus and to propose experiments to confirm or reject these hypothesis. Approximately 25 students attended the exercise. The GUTS program is the mid school feeder program for the New Mexico High School Supercomputing Challenge.
• Jim Nelson presented the keynote address *The Global Knowledge Society: Are We Bridging the Digital Divide?* to delegates from over 50 nations at the World Academy of Science, Engineering, & Technology in Venice, Italy.

• The accounting faculty met on Monday of this week to discuss state articulation matters.

• Rusty Calk and the members of Beta Alpha Psi arranged for Shelly Garcia, an NMSU accounting alum and partner at BDO Seidman in San Diego, to speak at their weekly meeting.

• Approximately 100 students, faculty, and members of the community attended the Dona Ana County Certified Public Accountants Annual Student Scholarship Banquet.

• Bill Smith had his paper "A Common Sense Approach to Uncommon Interactions" accepted for publication in the New Accountant.

• Bill Smith reports that Ben Darwin, Tax Principal for Meyners + Company, was a guest lecturer in the Tax Research class.

• Mary Jo Billiot attended the New Mexico Society of CPAs’ Pride in the Profession Luncheon in Albuquerque to award the NMSCPA scholarships. NMSU students Diana Telles and Yanni Liang received NMSCPA scholarships.

**Finance Department – Dr. Liz Ellis**

• Peyton Yates spoke at Al Berryman's Property and Liability Insurance class on risk management in the oil and gas business. Peyton covered some of the unusual risks faced by the Oil & Gas exploration and production business.

• On Nov 10, 2009 Hari Sankaran and Ken Martin attended a presentation on developing 'Certificate Programs' by Dean Lacey. Ken and Hari will be developing a proposal for a graduate certificate program in the finance department.

• Rich Fortin, Gerson Goldberg, and Greg Roth presented their research paper “Bank Risk Taking at the Onset of the Current Banking Crisis” at the COB faculty research seminar on November 13.

• Liz Ellis and Dean Garrey Carruthers traveled to Scottsdale, Arizona, as the guests of Vanguard, to visit with many of the 23+ NMSU alumni currently working at Vanguard and to tour their facilities learn about their operations.

• On Tuesday, November 10, Liz Ellis participated in a meeting of the Strategic Planning Committee of the Western States School of Banking.

**Management Department - Dr. Bonnie Daily**

• Dr. Daily attended the National Decision Sciences Institute meeting in New Orleans November 13-16th. She gave a report on nominations for officer positions as the elected Nominating Chair for the Southwest Decision Sciences Institute.
Marketing Department - Dr. Pookie Sautter

- Dr. Bruce Huhmann provided information on consumer financial literacy to the Human Resources and Skills Development Canada Library. “Are Humor and Endorsers Effective for Direct-to-Consumer Advertising?” by Bruce Huhmann and Yam Limbu (a graduate of our PhD program) was presented at the 2009 Society for Marketing Advances conference.

- Doctoral student Sarah Fischbach' paper entitled "Customized Communication through Technology and the Effects on Salespeople and Buyer Relationships" was accepted for presentation at a special session of the Personal Selling and Sales Management Conference in April 2010.

- An article co-authored by Mike Hyman, Jeremy Sierra (NMSU Ph.D. alum), and Robert Heiser (NMSU Ph.D. alum), entitled “A Review of Ethnic Identity in Advertising,” was accepted for publication in the *Wiley International Encyclopedia of Marketing* (Belch, ed.).

Econ Department - Dr. Tony Popp

- Winnie Lee attended the Fall Induction ceremony of the Alpha Chi National College Honor Scholarship society on November 12th as the associate sponsor (advisor).

School of Hotel, Restaurant & Tourism Management – Dr. Janet Green

- Mr. David P. Frazier, possible donor to the School of HRTM, visited NMSU and HRTM November 4-6. He met with Interim President Pacheco; Provost Waded Cruzado; Ben Woods, Senior Vice President Physical and Planning Resources; Garrey Carruthers, Vice Provost and Dean, College of Business; and also met with students and visited classes. Mr. Frazier had dinner with members of the HRTM faculty and Board of Advisors in 100West on Thursday, Nov 6. HRTM is awaiting word from Mr. Frazier on his decision to become a major donor to the School. Special thanks to Sylvia Acosta for her hard work and successful planning with Mr. Frazier.

- Saturday, November 7, Dr. Betsy Stringam participated in the “Aggie Experience”. Prospective students visited campus and met in Gerald Thomas Auditorium for information on the College, then broke off in groups to their respective departments of interest. Dr. Stringam had 7 students she spoke with, giving coursework requirements, student club information, and general hotel/restaurant/tourism information.

- Chef Maurice Zeck, Chef John Hartley and their students prepared and donated various soups to the 17th annual “Empty Bowls” event. Dr. Keith Mandabach donated his time by serving soup. The Potters’ Guild of Las Cruces raises funds for El Caldito Soup Kitchen by hand making over 1000 bowls each year. Local restaurants donate soup, and ticket-holders enjoy a soup lunch and take home a hand-made pottery bowl. HRTM participates in this event each year.

- Chef Zeck and his students also participated in the White Sands Missile Range “Thanks Team WSMR” event held October 22. Eleven restaurant organizations provided food booths and were recognized as sponsors of the event, designed to say thank you to the men and women stationed at White Sands.
• Mr. Ed Linderman, Instructor for the International Food & Wine class, recently (September 25) took his class on a tour of the Rio Grande Winery here in Las Cruces. On October 6, Chef Mark Hines, a well known wine sommelier and owner of “The Greenery” and the “2900 Kitchen and Lounge”, both located in El Paso, was the guest speaker in Mr. Linderman’s class.

• Dr. Green is a member of the College of Agricultural, Consumer and Environmental Sciences “West End Action Team” (WEAT) committee, charged with identifying and recommending needed upgrades, structures, resources ect., related to the College of ACES and the “west” end of campus.

**Domenici Institute – Ann Morgan**  
(Nothing to report at this time)