Dean, College of Business - Dr. Garrey Carruthers

- I did the wrap up for the 2010 Workforce Development Conference sponsored by Dona Ana Community College, Arrowhead Center, and others. It was a particularly good session highlighted by Ann Rhoades author and member of several boards including Jet Blue. Her point and the theme of the conference was “it is all about values”. One of her examples of a corporate leader who “gets it” was our own alum Kevin Johnson of Juniper Networks. The presenter from TRESCO gave a great presentation on interview techniques to detect values and value orientation of potential employees. I also learned of a new concept called re-recruitment, where leaders wander around their organizations, constantly reassuring and re-recruiting the employees. Apparently, both Southwest Airlines and Jet Blue are into re-recruiting employees.

- Roberto Coronado of the El Paso Federal Reserve dropped by to lecture to some classes and to discuss a for credit course for students where high school and/or college students work on special problems of interest to the Fed. The Fed provides mentors for the students. Laura Conniff, a member of the El Paso Federal Reserve Board, had recommended Roberto and his program and I believe Rick Adkisson and gang will implement it in the spring semester.

- The Domenici Institute sponsored former Secretary of Homeland Security Tom Ridge at a seminar in Andersen Hall. Both Air Force and Army ROTC students anchored the class but faculty/staff and the public were invited. The Domenici Institute is always on the lookout for prominent policy makers who are drifting through town so we can arrange public seminars.

- The New Mexico Collegiate Business Articulation Consortium will meet this Friday and Saturday in Las Cruces. This is the group that has fashioned the articulation agreement among all business programs in New Mexico. Kathy Brook has been the champion of the process for years. I serve as co-Chair with a representative of two year college programs.

Associate Dean of Academics - Dr. Kathy Brook

- Aggie Experience on October 9 was a success for the College of Business with seats in Guthrie 100 substantially filled by prospective students and their families. The presentation began with the “Liz and Ed” show on the NMSU diploma as the gateway to success and concluded with a student panel organized by Bonnie Daily. The panel is always worth showing up for on a Saturday morning as students describe their internship and study abroad experiences as well as their interactions with faculty and other students. Many thanks to all the department heads for participating in Aggie Experience and to students Stephanie Snodgrass, Michael Loera, Anna Gramer, Vivian Chen, Max Haake, and Darko Papic.

- I met with a recruiter from Kenya who has sent several students from Kenya to NMSU and to WNMU.
- As NMSU attempts to raise its SCH for 2010-2011 to reach the target growth rate of at least 3%, the CoB is offering two online mini-semester courses beginning October 13 – MKTG 311V and FIN 303V. Financing of these courses has been provided by the provost’s office.

- Thanks to Justine Adkisson for representing the College at the semi-annual EPCC-NMSU articulation meeting.

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

- Drs. Popp and Peach, along with Leo Delgado, continued their work assessing the economic impact of various types of power generation for Sun Zia in New Mexico. Most recently, they calculated the impact of photovoltaic generation (1 of 4 generation types) in Chaves County.

- Dawn Hommer and Chris Penner met with client-company RideBeside and Daniel Kim of MTEC to discuss several actions needed to move forward on the New Mexico Small Business Assistance (NMSBA) project, funded through Sandia National Laboratories and Los Alamos National Laboratory. They met with AgVentures as well regarding the NMSBA project.

- Dawn Hommer met with Michael Emerson from New Mexico Community Capital (NMCC) to determine how AHC and NMCC can work together to assist more businesses in New Mexico.

**Assistant Dean, Development & Public Relations – Dr. Sylvia Acosta**

- Currently working on Homecoming events for the College of Business
  - ✓ 11:30 Scholarship Luncheon, Oct. 29, 2010
  - ✓ 3:00 p.m. College of Business Distinguished Alumni and Networking Reception
  - ✓ Homecoming Float for the Parade

- Meeting with Scholarship Students to write their thank you notes to their scholarship benefactors

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

- Jim Nelson (IS) and Kevin Melendrez (ACCT) attended training on assessment/assurance of learning.

- The Doña Ana Chapter of the New Mexico Society of Certified Public Accountants launched its mentorship program. Chapter members serve as mentors to accounting students seeking careers as CPAs in public accounting, government, industry, and not-for-profit organizations. Several of the mentors and their students attended the October Chapter meeting, which featured a seminar on New Mexico Gross Receipts Tax issues. Eighteen NMSU students are being mentored in the program.

- Mary Jo Billiot and Ed Scribner received confirmation that their article (with Mark Riley of Northern Illinois University), “When Conventional Explanations are Not Enough: Using Extreme Examples to Clarify Accounting Concepts,” will be published in the December 2010 issue of *Business Education Forum*. 
Economics/International Business Department - Dr. Rick Adkisson

- Noelia Paez presented a poster on her paper, “The Impact of Bilingual and ESL Programs on Academic Achievement of Hispanic Students,” at the Tenth Annual University Research Council Research and Creative Activities Fair on Friday, October 1, 2010 (at the Corbett Center).

- Rick Adkisson reviewed a manuscript for Economic Development Quarterly.

- Winnie Lee and Rick Adkisson served as panelists at the Governor’s International Trade Task Force meeting in Las Cruces on Friday, October 01, 2010.

- Chris Erickson was substitute host on Gary Sandler’s Real Estate Connection September 27th. Chris is a regular substitue host. Chris was joined by guest Isaac Chavez, CEO of the Las Cruces Association of Realtors.

- Dan Mundfrom completed a manuscript review for the journal, Multiple Linear Regression Viewpoints.

- Robert Steiner met with a team of NMSU researchers, from Chemistry and Range Science, to quantify locoweed levels in the diets of livestock. Detection was accomplished via spectroscopy.

- Locoweed contains chemicals which are toxic to range animals, and hence has a large impact on ranching in New Mexico.

Finance Department - Dr. Liz Ellis

- Rich Fortin attended the 2010 Academy of Financial Services Board meeting in Denver, Colorado on Friday, October 8th.

- Quinn Lopez, General Counsel for New Mexico Mutual Group and Randy Mark, fraud investigator, made presentations to Al Berryman's and Tim Query's classes. The subjects were Current Issues in Insurance Regulation, and the economic forecasts for the economy and their impact on insurance companies.

- The Wetherbe Student Managed Investment Fund has achieved a 2010 year-to-date total return of 6.30% through September 30. This compares with a total return of 5.53% on the S&P 500 Index and 8.16% for the Barclay’s Aggregate Bond Index. Since inception in January 2007, the fund has an overall return of 9.33% as compared to -12.68% for the S&P 500 Index and 28.72% for the Barclay’s Aggregate Bond Index. The Wetherbe Fund is managed as an asset allocation fund and is re-balanced each semester by Finance students under the direction of Dr. Kenneth Martin.

Management Department - Dr. Bonnie Daily

- Management doctoral student Long Pham will attend the Allied Academies conference in Las Vegas next week. He will present his paper co-authored with Lan Pham and Duong Nguyen entitled, Small and Medium Sized Enterprises’ E-commerce Adoption Model in Vietnam. The paper is a Distinguished Research Award Winners in the Academy of Information and Management Sciences division at Allied Academies.
• Former Marketing doctoral student Pia Albinsson is presenting her paper, co-authored with Management doctoral student Yasanthi Perera, “Putting the Roots Back in Grassroots: Consumer Activism through Social Media” at the Association for Consumer Research this week.

Marketing Department - Dr. Pookie Sautter
• Dr. Bruce Huhmann and MKTG PhD student Jennifer Zarzosa submitted their 2010 Holiday Retail Forecast to the New Mexico Business Outlook.

• Dr. Collin Payne submitted a $629,404 grant to the National Institute of Health.

• Doctoral student Suzanne Conner attended the Academic and Business Research Institute September 23-25 in Orlando, Florida where she presented her paper "A Framework for Encouraging Imitation as a Pioneering Strategy" with co-author, Dr. Isaac Wanasika.

• Dr. Pookie Sautter gave a demo lecture for roughly 75 students attending Aggie Experience this weekend.

School of Hotel, Restaurant & Tourism Management - Dr. Janet Green
Nothing to report at this time

Daniels Ethics Program Chair – Dr. Bruce Huhmann
• Bruce Huhmann, Cal Boardman (U of Utah), Brent Hathaway (U of Wyoming), Bruce Hutton (U of Denver), Venkat Reddy (U of Colo-Colo. State) and Didi Fahey (Daniels Fund) met to discuss evaluation outcomes and measurement metrics for assessing the performance of schools that are part of the Daniels Fund Ethics Consortium.

• The Daniels Fund Ethics Initiative at NMSU will hold the third meeting of NM Public Official Ethic Curriculum Committee to discuss the logistics and details of the ethics certificate program for public officials on Friday.

Domenici Institute – Ann Morgan
• The Institute for Defense and Public Policy, a component of the Domenici Institute, held its first forum October 7, 2010. The featured speaker was former Secretary of Homeland Security Tom Ridge. Ridge’s talk focused on national and homeland security policies. Ridge, the nation’s first secretary of Homeland Security and former governor of Pennsylvania, currently serves as the president and CEO of Ridge Global, an international security and risk management firm, headquartered in Washington, D.C. From 1995-2001, he served as the 43rd governor of Pennsylvania. He also served six terms in the U.S. House of Representatives. Secretary Ridge was briefed by the NMSU UAV program after his presentation.

• In what is fast becoming a trend, books published by the Domenici Institute have been nominated and become finalists for the 2010 New Mexico Book Awards. The winners will be announced on Friday, November 19, 2010.

• Vicki Taggart is a finalist for 2010 in the Political Book award category for the proceedings from the 2009 Domenici Public Policy Conference and Martin Janowski is also a finalist for the 2010 awards for Biography and Political Book categories for “Not Just New Mexico’s Senator”.