Dean, College of Business - Dr. Garrey Carruthers

- I served on a committee to recommend a contract for a NMSU lobbying firm in Washington, D.C. Interestingly, there were only two bidders – the previous firm we had used for 16 years and the one we have used for the past 4 years. In either case, the firm selected should know NMSU. A primary focus of the committee was to select a firm that would assist faculty members in scheduling meetings with agencies in Washington, D.C.

- An issue seems to be boiling about the interdisciplinary degrees offered by the College of Continuing Education. Some Colleges/faculty/department heads believe the degrees are finding favor with some students because a student can skip all of the “tough courses” and yet have enough courses in an area to offer a focus to employers. One example given was students in one major, not wishing to complete the required internship, move to the interdisciplinary degree and claim to have credentials in their former major. Dr. Derlin will be around to visit with the CEC on this issue soon.

- I was invited to play a round of golf (fundraiser) with members of the Aggies Men’s Golf team. It really puts ones game into perspective. Gardening now looks a whole lot more attractive to me after this experience. All the team members I met were College of Business students but not all were PGA Golf Management majors. One student was in Finance and felt playing golf would be helpful in his anticipated insurance career.

- Some opportunities that surfaced at the University Executive Committee meeting which I was not tuned into include (1) there is some early talk about forming a faculty member union, (2) there is a Task Force working on strengthening the NMSU/Dona Ana Community College relationship after some grievances filed by DAC C, and (3) a proposed expansion of the student health center to include a faculty health center is drawing some fire from both faculty and students.

- There are two meetings this week dealing with the 2 year colleges and transfer of credit. Dr. Brook, myself, and some of our colleagues will attend the Consortium of Business Programs articulation meeting in Socorro on Friday and Saturday. Later this week there will be a One University meeting, to address the issue of swirling.

Associate Dean College of Business – Dr. Kathy Brook
(Nothing to report at this time)
Associate Dean, Research & Economic Development - Dr. K. Boberg
(Nothing to report at this time)

Assistant Dean, Development & Public Relations - Sylvia Acosta
- Developing a comprehensive social networking event
- Finalizing Scholarship agreements

Accounting & Information Systems Department - Dr. Larry Tunnell
(Nothing to report at this time)

Finance Department – Dr. Liz Ellis
- Rich Fortin attended the Academy of Financial Services Board Meeting on Thursday, October 8th and the Academy of Financial Services Annual Meeting on October 9th and 10th where his coauthored paper "The Total Family Benefits Impact on the Social Security Early Retirement Decision" was presented.

- On October 6 Greg Roth gave a video recorded interview to marketing students from Michelle Jasso's course. The same students also video recorded Greg's October 8 class session of Personal Financial Planning for Professionals (FIN421/521). These recordings are part of a project students complete in Michelle's course which may lead to NMSU YouTube postings. Other faculty participating in this project include; Liz Ellis, Hari Sankaran and Ken Martin.

- On October 8, 2009, Liz Ellis, together with husband Michael Ellis (Economics) co-hosted a table at the Honors College “Great Conversations” event. The table topic was “The New Health Care Legislation.” Thank you to Nina Compton for sponsoring two of the Honors students who joined us at our table.

Management Department - Dr. Bonnie Daily
(Nothing to report at this time)

Marketing Department - Dr. Pookie Sautter
- 58 PGA Golf Management students attempted the PGA’s Playing Ability Test on Tuesday. 29 successfully passed, making this our best pass rate ever.

- Dr. Mike Hyman and Jeremy Sierra's (NMSU Ph.D.) article, entitled “Sport Celebrity Idolatry: A Problem?” was published in *B>Quest*. Dr. Hyman and co-authors Dennis Kopf (NMSU Ph.D.) and Dongdae Lee, received na acceptance for the *Journal of Brand Management* for their article entitled “Private Label Brands: Benefits, Success Factors, and Future Research.” A manuscript by Mike Hyman and Haseeb Shabbir (U. of Leeds), entitled "Unmasking Subtle Stereotypes in Ads," was resubmitted to *Journal of Advertising*.

- The manuscript entitled "Obesity: Can Behavioral Economics Help," authored by Drs. Collin Payne and David Just (Cornell) was published in the *Annals of Behavioral*
Medicine. Dr. Payne also hosted a table titled "Why Do We Buy: The Psychology of Marketing" at the recent Great Conversations fundraiser for the Honors College.

**Econ Department - Dr. Tony Popp**

**School of Hotel, Restaurant & Tourism Management – Dr. Janet Green**
- Mr. Maurice Zeck prepared the reception food for the “What’s Art Convention”, a 3 day event sponsored by the College of Business and Dr. David Boje. Maurice also did an ice carving on Saturday, Oct 3 for the event.
- Dr. Siri McDowall was a moderator at the oral presentations of undergrad students for the Alliance for Minority Participation held in Corbett Center Friday, October 2. She also presented a poster titled “Importance of Performance Analysis of Bangkok as a City Tourist Destination”.
- Dr. Betsy Stringam recently had a paper accepted by the Journal of Hospitality Marketing and Management titled: “An Analysis of Word of Mouse Ratings and Guest Comments of Online Hotel Distribution Sites”. The American Hotel and Lodging Association also featured a report about the “Word of Mouse” research paper, which was the result of online research data spanning 60,648 comments across 10,537 hotels in the 100 largest U.S. cities to determine correlations between key phrases and overall ratings.
- The fall 2009 meeting for the HRTM Board of Advisors will be Friday, Nov 6 on campus. On Thursday evening, Nov 5, Chef Zeck and his Restaurant Operations class will prepare dinner to be served in 100W, the HRTM food production lab/dining room. Also included in the Nov 5 dinner will be members of the New Mexico Restaurant Association and New Mexico Lodgers Association.

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