Dean, College of Business - Dr. Garrey Carruthers

- The Domenici Conference is shaping up rather nicely. Over 800 folks have registered with all sessions having 550 plus attendees. I anticipate 900 total registrants when the sun goes down on Tuesday. Faculty members please encourage your students to attend – no cost to them and we will feed them twice!

- Kevin Melendrez, Andrea Tawney, and I met with Clark Goding, one of our accounting graduates who has included the Accounting Department/College of Business in his will. When asked why someone his age would do so, he indicated that he had given to the Accounting Association Building fund and that his contribution had caused others to contribute. He is hoping that more of us will include the Department and the College in their legacy gifts.

- The Naming Committee and the University Administrative Council have both approved the naming of the restored Hershel Zohn Theatre building (soon to be College of Business building) as the Pete V. Domenici Hall. All of the funding for the restoration of the building has been in the Senator’s name. We are still working on additional private funding.

- Kevin Boberg and I testified before a committee of LFC, DFA, and HED staffers regarding our budget expansion request for the Arrowhead Center. NMSU has advanced a very limited number of these Research Public Service Projects to the legislature for consideration in the upcoming session. Most of our expansion request will be to support graduate students who staff the Arrowhead Center.

- Sharon Jones and I testified before the Legislative Interim Committee dealing with Science, Technology, and Telecommunications at their meeting in Deming. Their interest was principally focused on commercialization of intellectual property. I encouraged them to considered developing a fund for all science universities to use for “proof of concept” projects. They said money was short but were there any statute changes that they could consider that would make entrepreneurship and commercialization of intellectual property easier?

- Dr. Couture, Provost Wilkins, Kathy Hansen, Pam Wood, and Luis Vasquez and I attended a briefing at the University of Arizona Science and Business Park in Tucson. For a measly $750,000, U of A acquired a magnificent IBM campus and has redirected it as a hub of innovation and technology transfer. Bruce Wright, the CEO, is finishing a report on his assessment of the Arrowhead Park and seems to think we are doing many things correctly in our infant industry park. Bruce will issue his report to Arrowhead by the end of the month.
• Kevin Boberg fell and suffered a head injury at his home last Tuesday. He is in Mountain View Hospital and seems to be recovering well. He has been seeing visitors. It is expected that he will be moving to the Rehabilitation Hospital this week.

**Associate Dean of Academics - Dr. Kathy Brook**

• Paul Hamilton reports that six new computers were received this week, mostly for staff upgrades. In addition, two new data projectors have been installed in GU 303. Paul will be proceeding with a number of other projects including the purchase of inexpensive laptops to be used at New Student Registration and for group advising for first semester freshmen and a new faculty printer for BC.

• I attended an assortment of meetings including a presentation by Dave King from Oregon State University concerning online education and a planning session for International Education Week to be held the week of November 12. Oregon State’s online program involves a model where 80% of the tuition flows to the originating college; they offer 800 online courses and 31 degree and certificate programs. Many of their offerings are in “signature” areas such as natural resources and 70% of those taking multiple courses are from out of state (and pay in-state tuition rates). Their DE fee of $75/SCH pays for instructional design and marketing.

• On the student side, in addition to belated adds and drops, I visited with students from Monagle and Garcia Halls about the benefits of majors and minors in business subjects or taking selected business courses. The following day I met with the Ambassadors and obtained their input on improvements to our facilities and what we might do to improve our undergraduate programs and student services. I received votes in favor of more whiteboards, outside seating with shade and removal of old TVs from Guthrie classrooms. They expressed positive reactions to advising, the affordability of NMSU, the student convocation (including the opportunity to mingle with faculty over desserts), and distribution of challenge coins by the President. Some encouraged us to add an upper division writing course to the curriculum.

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

• (Nothing to report at this time)

**Arrowhead Center – Dr. Kevin Boberg**

• NMSU President Couture, Provost Wilkins, VPED Carruthers, Arrowhead COO Hansen, and Research Park Director Wood traveled to the University of Arizona Research Park on September 12th. There, the group toured the facilities, attended a briefing on best practices in university research parks, and received preview of findings on the Arrowhead Research Park Strategic Assessment, the final draft of which will be presented to AHC/NMSU in the near future.

• On September 11th, VPED Carruthers and Arrowhead CEO Boberg briefed the NM Higher Education Department on a research and public service projects (RPSP) funding request
for FY 2014. An overview of current AHC programming, as well as proposed expansions, was provided.

**Assistant Dean, Development – Dr. Andrea Tawney**

- (Nothing to report at this time)

**Daniels Ethics Program Chair – Dr. Bruce Huhmann**

- Our first script for interactive ethics training videos for state personnel is being reviewed in-house before we send it to the State Personnel Office for their feedback. The state government has requested help in developing ethics training due to the College of Business’ growing expertise in this area.

- A team of fellows working on a Code of Ethics for Dona Ana County meet with county officials.

- Bruce A. Huhmann and the Daniels Fund Ethics Initiative leaders from the other consortium schools will meet this weekend to discuss ethics assessment, the upcoming student ethics case competition in April, and the ethics initiative website.

**Accounting & Information Systems Department - Dr. Kevin Melendrez**

- (Nothing to report at this time)

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

- On Wednesday, 9/12, at the Corbett Center, Winnie Lee represented the Dept of ECON/A-STAT/IB (and College of Business) holding an information session/table at the semi-annual Study-Abroad Fair hosted by the Center of International Program. During the event, many freshmen and some sophomores and junior students had visited to inquire different business programs and the study-abroad information. The student turnout to our business table was the highest in the recent past.

- Thursday, 9/13, Winnie Lee met with Claudia Gianetti, Director of Institutional Relations of Bridge Institute (Denver, CO), for its student study-abroad, foreign language, and business internship services in Latin American region and West-Europe (Spain and Portugal). NMSU students who are interested in studying in these countries are encouraged to meet with Winnie and/or the Study-Abroad Office for more information.

- Friday, 9/14, Winnie Lee, Naomi Schmidt, Dennis Clason, Chris Erickson, Charlotte Gard, David Daniel, and Rick Adkisson attended the Search Committee Orientation (training) organized by the HR service at the Corbett Center.

- The manuscript “‘Variance Inflation Factors in Regression Models with a Dummy Variable: What Do They Really Measure?’ by Leigh Murray, Hien Nguyen, Yu-Feng (Winnie) Lee, Marta Remmenga, and David Smith was presented and published in the proceedings of the 24th Annual Conference on Applied Statistics in Agriculture, Manhattan, KS, in summer/fall 2012.
Finance Department - Dr. Liz Ellis

- Gavin Clarkson represented NMSU at the American Indian Chamber of Commerce of NM conference at the Pueblo of Ysleta.

- Gavin Clarkson participated in the National Indian Gaming Association summit on Internet Gaming and Indian Country at the Shakopee reservation in Minnesota.

- Gavin Clarkson attended the Gaming Standards Association workshop on standards and regulation in Internet Gaming.

- Gavin Clarkson made a presentation on project financing in Indian Country with New Market Tax Credits at the annual meeting of the Native American Finance Officers Association in San Diego.

- Gavin Clarkson participated in the first 2012-12 meeting of the NMSU Tribal Voice Working Group at the American Indian Center on campus.

- Gavin Clarkson is the new faculty sponsor of the Native American Business Students Association, which had its first meeting of the semester.

- Violeta Diaz, Rich Fortin, and Greg Roth were notified that their paper, "Outside Shareholder Influence on Bank CEO Incentive Pay," was accepted for publication in the Journal of Finance and Accountancy. This paper is also co-authored with Gerson Goldberg (Northeastern University).

- Matt Holt attended a meeting with the ASNMSU Publications and Communications Board. Matt has agreed to serve as the faculty advisor to the PUB Board while Tim Query is on sabbatical.

- Matt Holt received an offer from the Law Review for the UNM School of Law to publish an article.

Management Department - Dr. Steven Elias

- Management department faculty Grace Ann Rosile and David Boje, along with doctoral students Melissa Cast, Rohny Saylors, and Thomas Pittz, met with the Las Cruces Public Schools cafeteria staff last Thursday, September 6. This NMSU team, along with Marketing faculty Dr. Collin Payne, will begin a cooperative effort with the schools’ food service staff to promote healthier eating habits in the school lunch program. NMSU’s Payne has collaborated in the past with Dr. David Just, one of the Cornell program’s directors. The NMSU project is modeled after a very successful “Smarter Lunchrooms Movement” at Cornell University. The focus of efforts is on “behavioral economics,” and using no-cost or low-cost strategies to change behaviors. For example, in one school, a group of students re-named a side dish of carrots as “X-ray Vision Carrots” and consumption doubled. Re-naming a bean burrito the “Big Bad Bean Burrito” increased consumption by 40%. Such simple strategies are having profound effects. The NMSU team will be working with the Las Cruces Public School staff to experiment with similar strategies here in Las Cruces. LCPS already has national award-winning programs. Also,
LCPS Nutrition Services Director Nancy Cathey received national recognition from her professional group this year. The NMSU team feels fortunate to work with such a talented and enthusiastic group.

Marketing Department - Dr. Pookie Sautter

- Ac Chair of the Marketing Department’s Search Committee, Dr. Michelle Jasso, with the assistance of Dr. Collin Payne, conducted recruiting interviews at the AMA conference in early August. Dr. Jasso continues to coordinate the effort to narrow the 120 applicant pool for campus interview.

- Bruce A. Huhmann and Yam B. Limbu (Ph.D., Marketing, NMSU) had "Are College Students at Greater Risk of Credit Card Abuse? Age, Gender, Materialism, and Parental Influence on Consumer Response to Credit Cards" accepted for publication in the Journal of Financial Service Marketing. Bruce A. Huhmann wrote a letter of recommendation to the Harvard Business School's MBA program for one of our stellar recent graduates - Chloe Kuntz-Phillips. Chloe was an excellent marketing student, one of our COB Ambassadors, and a member of NMSU's winning team in the New Mexico Ethics Case Competition.

- Drs. Collin Payne, Mihai Niculescu, Rebecca Palacios (HHS) and David Just (Cornell) are co-PIs on a $158,000 grant from the Pas Del Norte Health Foundation. This grant suggests win-win ways that retailers and consumers can benefit from healthier food choices by providing initial evidence of small environmental changes that can have a large impact on healthier choices in retail contexts.

- During the summer, Dr. Payne attended a border health conference sponsored by UNM and the Robert Wood Foundation. He completed a review for the Academy of marketing Science Journal and resubmitted a NIH grant application as PI for $273,000. He also received acceptances for the following three articles:

  Dr. Payne more recently gave a guest presentation to Purdue University's Coordinated Program in Dietetics in their Department of Nutrition Science on: The Fixed-Unit Effect: How Socially Consumed Partitioned Food Affects Dietary Restraint and Consumption.

- Drs. Robin Peterson, Yam Limbu (2009 PhD alum), Bing Xu (2009 PhD alum), and PhD candidate Sarah Fischbach co-authored "Applications of Balance Theory to Faculty Effectiveness: An Assessment" which recently appeared in *Marketing Education Review*.

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

- The Bobby Lee Lawrence Academy of Wine held a “mini” opening reception on Thursday evening, September 13, prior to the first International Dinner which was prepared and
served by the class of HRTM 413, Restaurant Operations, with Chef Maurice Zeck. The dinner, themed “Pacific Northwest Seafood” was sold out. Prior to the dinner, guests were invited to the Academy for a wine tasting, and a first public look at the space.

- Chef John Hartley visited Mayfield High on September 11. He gave a knife skills presentation to 40 students, and answered questions about NMSU and HRTM.

- Dr. Priscilla Bloomquist visited Jason’s Deli in Dallas, August 9-10 to participate in a faculty internship. She reports that HRTM had two students who did their summer internship there, and Jason’s Deli was very pleased with their work. They continue to ask for HRTM students as future employees.

- Keith Mandabach attended National Restaurant Association Show in Chicago May 4-8, and CHRIE (Council of Hotel, Restaurant and Institutional Education) in Providence RI Aug 1-4. He presented a paper and represented HRTM at the conference.

- Daren Bloomquist reports that HRTM student Josie Arviso is visiting University of Northern British Columbia as part of the ITOUR Project; an off-shoot of the FIPSE program that HRTM and International Programs are collaborating on. Daren has developed a syllabus, which, if approved, will involve a field school to study indigenous tourism in New Mexico. Daren also traveled to Turrialba, Costa Rica, to visit two students participating in the Summer Sustainability Series program at CATIE University. Daren is working with David Hansen, Director of Latin American Outreach for NMSU.

**Domenici Institute Program Manager – Sara Patricolo**

- The work, achievements and legacy of retired U.S. Sen. Pete V. Domenici have been captured in a series of three documentaries that will be making their way to high schools around New Mexico, where students can learn about the positive impact the senator has made on the state he represented for decades.

The Domenici Institute for Public Policy recently issued a call for proposals to develop an instructor’s manual that will map out how to incorporate the documentary series into high school curricula across the state. The winning proposal came from Jennifer Coppolo, a teacher at Las Cruces High School, who plans to make the creation of the instructor’s manual a learning experience for her students, as well.

- Coppolo will guide a group of Las Cruces High School students in an advanced placement U.S. government class, as well as students in the school’s history club, in producing the instructor's manual. The students and Coppolo will conduct research for more background, locate useful websites to support the documentaries, and suggest ideas and other areas for additional study. The group’s final work will include discussion questions, objectives, vocabulary, mini-lessons, activities and quizzes for each of the topics covered in the documentaries.

- DVDs of all three documentaries will be available for free to attendees at the 2012 Domenici Public Policy Conference set to take place Sept. 19 and 20 at the Las Cruces Convention Center, 680 E. University Ave. All three documentaries are also available for viewing on the Domenici Institute website at [www.domenici.nmsu.edu](http://www.domenici.nmsu.edu).
Manager of Environmental Policy and Sustainability – joni newcomer

- Upcoming events include:
  - The Manager of Sustainability will be presenting to the department heads in the College of ACES on September 18, 2012 at 10:00am in GT 297
  - The Office of Sustainability will be tabling at the UNM@NMSU football game Saturday September 22, 2012 from 1:00pm-5:00pm.
  - The next Sustainability Council meeting will be Wednesday October 10, 2012 at 8:30am in Milton 85
  - Campus Sustainability Day “Campus Forum” will be October 24, 2012 at 6pm in Colfax Room in Corbett Center
  - America Recycles Day is being celebrated on November 15, 2012

- Look out for the new “Green Tip of the Week” FEED slides coming soon to NMSU!

- The student assistant to the Office of Sustainability, Jared Dial, participated in a three-week “Sustainability Seminar Series” (focusing on sustainable tourism) study abroad program in Turrialba, Costa Rica this summer. The NMSU News Center article can be found here: http://newscenter.nmsu.edu/news/article/8855/. If you want more information to share with your students, please e-mail the Office of Sustainability.

- The NMSU Sustainability website: http://sustainability.nmsu.edu/

- Contact joni newcomer, Manager of Environmental Policy and Sustainability, at newcomer@nmsu.edu or call 646-7563 if you have any questions.