Good News Report
for May 11, 2012

Dean Garrey E. Carruthers

Dean & NMSU VP for Economic Development  Dr. Garrey Carruthers, Dean, 575.646.4083
NMSU’s College of Business Dean, Garrey Carruthers, spoke to the Samaritan Counseling Center’s New Mexico Ethics in Business Award dinner, a joint project with the University of New Mexico Anderson School of Management. There were 600 plus in attendance at this 13th awards banquet. Using the great work of the Management Department’s Grace Ann Rosile (Associate Professor) and Joe Gladstone (Ph.D. Candidate), and colleagues Cal Boardman (University of Utah) and Don Pepion (NMSU Associate Professor, Anthropology), Carruthers developed a speech comparing the Bill Daniels principle-based ethics for business with Native American views of trade and commerce. NMSU’s Daniels Ethics Initiative focus on comparative ethics is one of the most interesting of all the work underway in the Daniels Ethics Consortium. Carruthers and Sharon Jones, Special Assistant to NMSU’s Vice President for Economic Development, will visit with Daniels Fund officials about ongoing work with the State of New Mexico regarding online ethics training for State employees, and will seek an additional grant to support this work. Carruthers also presented the Cowboy Code of Ethics to the Spaceport Authority staff and to 75 attendees from the NMSU library.

NMSU’s College of Business Dean and Vice President for Economic Development, Garrey Carruthers, met with a number of business leaders from El Paso, TX, including Woody Hunt, Raymond Palacios, Bill Sanders, Paul Foster, Myrna Deckert, and Richard Castro regarding their continued efforts to develop a regional economic development alliance. Carruthers will continue to meet with the group to determine if a closer relationship with both El Paso and Juarez, Mexico, business communities can be developed.

AACSB Reaffirmation
College of Business Dean Garrey Carruthers, administrators, faculty, staff and student ambassadors met with Dean Finley Graves, University of North Texas and chair of the college’s AACSB International – The Association to Advance Collegiate Schools of Business accreditation review team. He was particularly interested in seeing the College of Business strategic plan and how it governs decision-making, the status of assurance of learning activities, and faculty sufficiency data. Dean Graves was very complimentary about the draft AACSB International report and especially pleased with how polished it was this far in advance of the accreditation review, scheduled for October 2012.

Renovation of Hershel Zohn Theatre
The Governor of the State of New Mexico approved $5 million for the renovation of the Hershel Zohn theatre. College of Business Dean and Director of the Domenici Institute, Garrey Carruthers, received new drawings of a more robust renovation based on the additional funds, and is still seeking private funding to bring total funding to $18 million. The funds will finance refurbishment of the Hershel Zohn Theater to house College of Business classrooms and offices, and the Domenici Institute.
Domenici Institute Sara Patricolo, Program Manager, 575.646.2066

Domenici Documentary

The documentary project on Senator Pete V. Domenici’s 36 years of work in the United States Senate is complete.

The initial part of this project – the 1-hour documentary – was a highlight of the 2011 Domenici Public Policy Conference. The final part of the project was received in early April and showcases Senator Domenici’s work in areas of special significance to New Mexico.

Once the artwork for the DVD is finished, this educational film will be reproduced and distributed to high schools throughout New Mexico and also be made available for viewing on the Institute’s website at http://domenici.nmsu.edu.

Domenici Fellows

The Domenici Institute has selected the first recipients of its inaugural Domenici Fellows Program.

The program will provide financial support for New Mexico State University faculty to conduct specific, directed research in areas of strategic interest to the Institute. Domenici Fellows are expected to produce peer-reviewed journal articles discussing the outcome of their fellowship research, as well as present their work at either a Domenici Forum or a conference in their discipline. Each fellow also will write a policy white paper summarizing the outcome of his or her work. The paper will be shared with policymakers and the public.

This is the first set of awards for policy analysis; funding will cover summer research activities.

The fellowship program will eventually bring researchers from around the state and nation to NMSU.

2012 Domenici Conference

The Domenici Conference, scheduled for September 19-20, 2012, received confirmation that James Carville, Sam Donaldson, and Karen Hughes will attend the conference to discuss the 2012 elections. Funding efforts for the conference continue and, in addition to several successful meetings with donors in Dallas, TX, commitments for over $25,000 have been obtained. U.S. Bank has committed to being the first 2012 Domenici Conference sponsor in support of the Student Panelist program. U.S. Bank’s sponsorship of $10,000 launches an expanded student program and pays for 20 students from universities throughout New Mexico to participate in the conference, including hotel lodging for all student panelists, a $250 U.S. Bank gift card, and a dinner banquet, in addition to their admission, reserved seating, and meals at the conference. Student panelists play an important role as they are the only conference attendees allowed to question speakers.

Domenici Institute, Professorships

The Domenici Institute received confirmation from Chevron for $250,000 to establish an endowed professorship, as well as a $100,000 donation to the Domenici Institute.
Arrowhead Center  Dr. Kevin Boberg, Associate Dean, Research & Economic Development, 575.646.1334

Innoventure
The Arrowhead Center’s Entrepreneurship Institute staged another successful Innoventure competition. Nearly 200 middle and high school students gathered for the competition, the culmination of six months of work to develop an agricultural technology prototype for small gardens such as urban areas or for a school, as well as marketing/business plans associated with the technology. Kenneth Stevens of NMSU’s Klipsch School of Electrical Computer Engineering was especially inspiring to the students in his address about Engineers without Borders.

Teams from schools across New Mexico were represented, as well as a homeschool-group team (an Innoventure first). College of Business judges included Drs. Pookie Sautter and Collin Payne (Marketing Department), Dr. Sherry Mills (Accounting and Information Systems Department), Professors Emeritus Tony Popp and Mike Ellis (Economics, Applied Statistics & International Business Department), and Paul Hamilton (Computer Operations Manager). Arrowhead staff members, along with NMSU’s Vice President for Economic Development, Garrey Carruthers, and NMSU Business Advisory Council Members Beverlee McClure (President and CEO, Association of Commerce & Industry, Albuquerque), Adolpho Telles (Director, Helen of Troy, Ltd., El Paso), and Judy Johnson (former Financial Director, City of Houston) presented awards to the winning teams:

- **High School Division:**
  - 1st place: GAIA, Las Cruces High School.
  - 2nd place: Gallup Growers, Fitz Sargent Architecture (homeschool group).
  - 3rd place: Farmconomics, Ruidoso High School

- **Middle School Division:**
  - 1st place: A 3-way tie, scoring within a 29th of a point.
    - Green Machine, Tony Hillerman Middle School.
    - Water Ladder, Tony Hillerman Middle School.
    - K-Jam, Red Mountain Middle School.

Launch (Proof of Concept Center)
The first round of funding for project submissions for Arrowhead Center’s Launch program was successfully completed. A selection committee, including representatives from state venture capital firms, New Mexico Angels, and the New Mexico Economic Development Department, was recruited to rate the commercial potential of the projects. A project proposed by Dr. Jeff Arterburn (Department of Chemistry and Biochemistry), Dr. Charles Shuster (Department of Biology), and Dr. Kevin Houston (Department of Chemistry and Biochemistry) was unanimously selected as the top recipient. A project proposed by Dr. Geoffrey Smith (Department of Biology) and Dr. Shuguang Deng (Department of Chemical Engineering) was selected as first runner-up. Each team will receive $25,000 in cash, along with $25,000 of in-kind services to research, market, develop and commercialize their discoveries.

Innovation Den (iD or iDen) Living Learning Center; First Look Networking Event
Two representatives from the City of El Paso’s Economic Development Department met with Arrowhead Entrepreneurship Institute staff to inquire about the Innovation Den program. They are impressed with this new initiative and offered their resources and those of the Innovation Hub to help in any way they can. The First Look/Mixer continues to enjoy good press. The Mesilla Valley Business Journal (Vol. 1, No. 3; March 2012) included a number of articles on the events, including front-page coverage of the announcement of the Fall 2012 launch of the Innovation Den Living Learning Center dedicated to NMSU students interested in entrepreneurship.

Entrepreneurship Venture Program
Dr. Tracy Carrillo gave Arrowhead Center staff members a tour of NMSU’s Leyendecker Plant Science Research Center. Dr. Carrillo is applying to the entrepreneurial ventures program this summer to have Arrowhead conduct a study on marketing by-products that can be sold from cotton seed. This is a very interesting opportunity in which the business research unit and business incubation unit can play a vital role.
Intellectual Property, Technology Transfer/Commercialization, Licensing

Jason Koenig, Technology Licensing Associate, reported on a highly successful meeting of the Intellectual Property Vetting Committee. Dr. Wenxin Liu reported on technology already being prosecuted for patent protection and discussed his most recent invention disclosure. Dr. Ma likewise reported on technology already being prosecuted for patent protection and disclosed an invention being considered for a provisional patent.

Staff from the Office of Intellectual Property and Technology Transfer worked with Electrical Engineering Professor Dr. Phillip De Leon and his former student, Don McCoy, to aid their development of speaker recognition technology. Graduate assistants in Arrowhead’s Technology Commercialization Associates program evaluated the potential market, current competitors, and possible licensees for the technology and examined current journal articles and patents to assess the intellectual property protection possible. The researchers finalized the main software suite and plan to go live with a demo. The team is forming a company and will occupy space in the Arrowhead Technology Incubator to house the server and run the program for testing and demonstration.

Daniels Fund Ethics Initiative Dr. Bruce Huhmann, Chair, 575.646.4153

New Mexico Ethics Competition

Under the guidance of Drs. Kevin Boberg, Bruce Huhmann and Grace Ann Rosile, the NMSU College of Business Ethics team of undergraduate students won the first Daniels Fund New Mexico Ethics Team Competition held at the New Mexico Institute of Mining & Technology (NM Tech) and hosted by NMSU and the University of New Mexico’s Anderson School of Management.

Judges included NMSU College of Business Advisory Council members: John A. Carey, President of the New Mexico Society of CPAs, and JoLou Trujillo-Ottino, President of Mediaworks.

The students took part in a role-play simulation that challenged them to make principle-based ethics decisions as managers of a business.

They received a hypothetical situation at 11 a.m. on the day of the competition and had only two-and-a-half hours to put together a 15-minute presentation to the judges. Their presentation was followed by a 10-minute question-and-answer session.

NMSU will compete in another ethics competition in Denver, CO, against teams from the seven other Daniels Fund Ethics Consortium schools.

Guest Speaker

Weston Smith, whistleblower and former CFO of the HealthSouth Corporation, visited with Daniels Fellows and several College of Business classes regarding the ethical challenges he faced and where he went astray.

Smith exposed HealthSouth’s multi-year, multi-billion-dollar accounting fraud to the FBI and SEC, and spent 27 months in prison for his role in the mismanagement and corruption within the company. He spoke to auditing, intermediate accounting, and accounting systems classes, as well as a lunch audience, on the perils of getting caught off guard and becoming a party to unethical and illegal activities.

The Cost of Crossing Ethical Lines video is available at http://youtu.be/PLaEi2s01UU
NMSU Daniels Fund Ethics Initiative Chair, and Associate Professor of Marketing, Bruce Huhmann discusses the Daniels Fund Ethics Initiative and its impact at New Mexico State University with NMSU’s AggieVision.

Huhmann was also interviewed about ethics by Chris Roberts of the El Paso Times for a front-page story on February 26, 2012, titled, "Scandals Give Area Black Eye: Officials Face Uphill Battle to Restore Trust."

Certified Advocate for Public Ethics (CAPE)
Dr. Bruce Huhmann, associate professor of marketing at NMSU and the chair of the Daniels Fund Ethics Initiative at the College of Business, attended the Certified Advocate for Public Ethics (CAPE) board meeting in Albuquerque, NM. Revisions to make the CAPE certificate more accessible were enacted. The CAPE program is now 1 required course, 8 electives, and a practicum for a flat $500 fee. New electives were also added to the current classes available and include Promoting Civility, Citizen Engagement and Ethics, the Governmental Conduct Act, Right vs. Right, and Developing a Code of Conduct. NMSU’s Daniels Fund Ethics Initiative and NM EDGE have created an ethics certification program for state, county, and municipal elected officials and employees.

Management/General Business  Dr. Steven Elias, Interim Department Head, 575.646.1201
Dr. Judith Weisinger, Associate Professor in the Management Department, served on NMSU’s planning committee for its Diversity Conference at the NM Farm & Ranch Museum. Conference registrations were sold out, and attracted over 200 faculty, graduate students, staff and administrators who convened to engage in presentations and dialogue about various aspects of diversity at NMSU. The conference was made possible by an I.D.E.A. (Inclusion, Diversity, Equity & Access) Grant provided by the NMSU Provost’s office. Co-planners were Vicki Aldrich (retired, DACC), Dr. Monica Torres (English), Dr. Azadeh Osanloo (Educational Management & Development) and Dr. Julie Rice (Sociology).

College of Business PhD Candidate, Andrew “Dru” Kach (Management Department), accepted a post-doctoral research position at the ETH Swiss Federal Institute of Technology. ETH Zurich is consistently ranked among the top universities in continental Europe by multiple ranking societies and is currently ranked the seventh best university in the world in Engineering, Science and Technology. Twenty-one Nobel Prizes have been awarded to students or professors of the Institute in the past, the most famous of them being Albert Einstein in 1921. The supply chain management group at ETH has an ongoing relationship with NMSU’s College of Business Department of Management and Dr. Azadegan, Assistant Professor, Management.

Marketing/PGA Golf Management™  Dr. Pookie Sautter, Department Head, 575.646.3341
Dr. Collin Payne was the featured speaker for an El Paso City Department of Health Sponsored Event, "How Marketing can Affect Children's Food Consumption." The event was attended by the Paso del Norte Health Foundation, Pan American Health Organization, the Mexican Consulate, University of Texas-El Paso’s Health Sciences Department, and El Paso City's Health Department.