The Cream the Dean event sponsored by Delta Sigma Pi raised over $2,000 for the Community Foundation of Southern New Mexico, which will distribute the funds to local nonprofit organizations. Many thanks to those who donated and to Dean Bill Eamon (Honors College), Dean Garrey Carruthers and Associate Dean Kathy Brook (College of Business), and Janet Green (Director, School of Hotel, Restaurant and Tourism Management), for allowing themselves to get creamed for a worthy cause. We did nail a couple of students with pies along the way, however!

The Innoventure program this year was another resounding success. High school and middle school student teams from as far away as Las Vegas, New Mexico, participated. This year’s theme was to develop a product in a sustainable community. First place prize winners received an Amazon Kindle, second place winners received a digital camera and third place winners received gift cards. High school students who won first place also received $350 scholarships provided by an anonymous donor to attend NMSU.

Innoventure 2011 Winners

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<th>First Place</th>
<th>Middle Schools</th>
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<td>Alpha Pi Rho from Las Cruces High School. Their project was an innovative insulation product; a mixture of calcium carbonate and cement which created a lightweight, biodegradable and cost-effective building material.</td>
<td>Cycle Shield, a team from Tony Hillerman Middle School in Albuquerque. Their project was a lightweight protective shield to be attached to a bicycle which would make riding a bicycle more practical in bad weather.</td>
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<td>Nautica, a team from Mayfield HS, created a water filtration and purification system for use as a home appliance, and can be scaled up for use in a community water treatment facility. Its main component consisted of coconut fiber carbon.</td>
<td>Future Fuel from Ruidoso Middle School. Their product was a battery powered by human waste which could then be used to power small household appliances.</td>
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<td>Eco-Kitchen from Ruidoso HS. Their product was an oven which reduced the amount of heat lost during baking to thereby increase its energy efficiency.</td>
<td>Chaparral Middle School in Alamogordo. The Bag Ladies created a machine to cut plastic grocery sacks into strips which can then be used to make other products such as clothing items as well as reduce the amount of plastic in landfills and oceans</td>
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The Defense Advanced Research Projects Agency (DARPA) has awarded a sole source contract to New Mexico State University for flight testing of the Vulture Unmanned Aircraft System (UAS). The sole source acquisition was based on the unique asset of accessible airspace for UAS surrounding Las Cruces, NM. The UAS Flight Test Center is operated by the Physical Science Laboratory (PSL). Arrowhead Center is teamed with PSL in this endeavor, and will be supplying office space in the Arrowhead Park for executive management personnel of DARPA and Boeing during flight demonstrations.
The New Mexico Department of Workforce Solutions and the Arrowhead Center, in collaboration with the NM Green Chamber of Commerce, the NM Higher Education Department and the NM Public Education Department hosted the Employers, Educators and Employees (E3) Green Jobs Forum at the Farm and Ranch Heritage Museum. More than 450 people registered for the forum, nearly three times the original estimate. The event focused on bringing together community members, government, educators, employers, and the workforce system for candid conversations regarding the latest information on green workforce employment estimates, training and employment in the green jobs sector. Preliminary analysis for the green jobs survey was provided, as well as the debut of the Green Jobs Web Portal and Mobile Green Jobs Unit. Numerous collaborations have resulted from the forum which will provide for better training of people interested in green jobs.

New Mexico State University’s Arrowhead Center has created Studio G – a business incubator specially designed for college students and recent graduates. The student incubator is open to current NMSU students and those who have graduated within the past five years. The application process is ongoing, with innovative ideas more likely to be selected. Applicants should have at least a two-person operation. Once an applicant is selected, they will receive workspace, phone and Internet lines, a conference room and other administrative resources needed to start a business. In return, students must be willing to dedicate 10 hours a week to their operation.

Dr. Ed Scribner, Department Head, Accounting/Information Systems, 575.646.4901

Richard Oliver, Associate Professor in the Accounting and Information Systems Department, served as a judge at the New Mexico Regional Bobball Tournament. The Botball Educational Robotics Program engages middle-school and high-school students in team-oriented robotics competition based on national science education standards. By designing, building, programming, and documenting robots, students use science, technology, engineering, and mathematics (STEM) and writing skills in a hands-on, inquiry-based, learn-by-doing activity that strengthens their technical and teamwork skills.

Dr. Liz Ellis, Department Head, Finance/Business Law, 575.646.3201

On March 23rd through March 26th, student representatives from New Mexico State University’s Financial Management Association (FMA) chapter attended their first 2011 FMA Finance Leader’s Conference in New York City. Student teams from 50 U.S. and international universities competed in the international competition, Quiz Bowl, by answering questions on investments, corporate finance, and other finance topics. The NMSU team, comprised of Blaine Baggao, Jing Gao, and Martin Wu, placed 5th in the competition, besting 90% of a large number of competing universities; a worthy accomplishment for their first time competing in the Quiz Bowl. Patrick Waggoner, President of the NMSU FMA, organized the trip.

The Insurance and Financial Services Center received two gifts from the Rocky Mountain Chapter of the Risk and Insurance Management Society, Inc. (RIMS) as a result of stewardship by Tim Query, Associate Professor in the Finance Department and Chairholder of the Mountain States Insurance Group Endowed Chair for the Study of Insurance and Financial Services. The gifts were a $1000 scholarship and $2,000 for students’ travel expenses to attend the national RIMS conference in Vancouver, Canada. The Arizona Central Chapter of RIMS also provided a gift of $3000 to sponsor student travel to the RIMS National Convention. Six NMSU insurance students, along with faculty advisor Tim Query, will travel to the conference in May.

New Mexico State University’s Student-Managed Investment Funds continue to perform well. Since September 1, 2010, the State Investment Council (SIC) Fund has earned $762,369 and stands at $3,823,544. Over the same period, the Wetherbe Fund added $11,421 and is currently valued at $92,271. Year-to-date, the SIC Fund is up 4.28%, whereas the Wetherbe Fund has increased 3.52%. In 2010, the SIC Fund was up 9.03% and the Wetherbe Fund increased 11.32%. The SIC Fund invests in large-cap value stocks. The Wetherbe Fund invests according to an asset allocation strategy using exchange-traded funds (ETFs). Notable stocks in the SIC Fund that have driven performance since their purchase in October and November of 2010 have been Schlumberger (+45.69%), General Electric (+29.20%), eBay (+28.33%), Alcoa (+25.04%), and Bank of America (+21.55%). The SIC Fund and the
Wetherbe Funds are under the direction of Dr. Ken Martin, Regents Professor in the Finance Department. (Note: All performance data is as of the Stock Market close, March 3, 2011).

**Dr. John Loveland, Interim Department Head, Management, 575.646.1201**

Joe Gladstone, PhD candidate in the Management Department, was the first presenter of New Mexico State University’s Native Scholar Series sponsored by the Indian Resources Development program. Gladstone met with members of the NMSU Native American Business Student Association (NABSA) and discussed a variety of business topics relevant to the students. In the afternoon, he delivered an abbreviated version of his presentation, “Old Man and Coyote Barter: Discovering the Native Trading Spirit,” to students. The Native Scholar Series event was capped off in the evening with a public presentation of "Old Man and Coyote Barter” research. Gladstone’s work explores the meaning of business from a Native American perspective and the integration of Indian identity in business practices. He was interviewed by NMSU’s KRWG-TV’s public broadcasting station which was broadcast during KRWG’s airing of Morning Edition and All Things Considered, NPR’s morning and afternoon news programs.

**Dr. Pookie Sautter, Department Head, Marketing, 575.646.3341**

The director of the New Mexico State University Professional Golfers Association Golf Management™ Program, Pat Gavin, won his tenth regional PGA Horton Smith Educator Award for commitment to educating current and future professional golfers. Gavin has been the program director of the nationally recognized NMSU PGA Golf Management™ Program for 18 years. NMSU was one of the first three universities in the United States to offer a PGA program and ranks among the top five schools in the nation for program enrollment. The program allows students to earn a bachelor’s degree in marketing, with a concentration in PGA management, which is essential to the sport. Gavin and the NMSU PGA Golf Management Program were also recognized during half time at an Aggie basketball game for their contributions and support during their annual Golf Tournament Fundraiser to raise over $60,000 for the NMSU basketball team.

Department of Marketing doctoral student Suzanne Conner and Management Department PhD alum co-author Isaac Wanasika, University of Northern Colorado, received the Trump Entertainment Best Paper in management award for their article "When is Imitation the Best Strategy?" The paper was presented at the Academy of Business Research Conference in New Orleans. Marketing doctoral student Grant Aguirre presented his paper "Consumer Behavior in the Political Marketplace: An Analysis of Voter Persuasion and Voting Behavior" at the Association of Collegiate Marketing Educators conference in Houston, TX. The paper won the Best Paper in the New Media, Social Marketing, and Ethics Track Award.

Dr. Kelly Tian, Robert O. Anderson Professor in the Marketing Department, hosted local ROJO Apparel founders and College of Business alumni Jose Rodriguez and Aron Jones, as guest speakers in the Marketing Department's Consumer Decision Making Course (MKTG311). Rodriguez and Jones inspired student discussions related to consumer motivations for buying and the new concepts of consumer citizenship and ethical consumers. Rodriguez graduated from NMSU in 2008 with degrees in economics and finance and Jones in 2009 with degrees in management and marketing.

**Sara Patricolo, Program Manager, Domenici Institute, 575.646.2066**

Sara Patricolo joined the Domenici Institute as its program manager. Patricolo has a background in public relations and marketing communications; she most recently served U.S. Army Recruiting as a public affairs specialist. Patricolo earned a bachelor’s degree with a double major in business administration and Spanish from Marquette University.