Message from the dean

I have just completed my third year as Dean of the College of Business and I’m having even more fun than in the first two years. Gov. Bill Richardson and I taught a class of 130 students during fall 2005, and even though the class was scheduled on Friday afternoon the student attendance was high and the dialogue was exciting. Several of the students have since received internships with elected public officials or taken jobs in government, so we had some success in inspiring our best and brightest to give public service a go.

Carrying on the theme that NMSU truly is New Mexico’s statewide university, we have initiated a number of activities to extend our presence throughout the state. Arrowhead Center continues to service clients from around the state with market analyses and business plans for a variety of entrepreneurs. More than 170 students participated in over 100 projects through Arrowhead, receiving very positive reviews from clients. Three of the projects were invited to the Technology Venture Capital symposium, where new business ideas are presented to the venture capital community.

The NMSU Stock Market Game continued to grow throughout New Mexico public schools, and the College of Business founded a new Center for Economic and Personal Finance Education that serves both public school teachers and students with a variety of programs. The Dallas Federal Reserve and FirstLight Federal Credit Union eagerly participated in the launch of the financial literacy program, indicating the growing interest of business in financial literacy. Our own CEO Club collaborated with an engineering student organization to introduce a Business Plan Competition, which is sure to grow. Innoventure, an Arrowhead Center program designed to encourage middle and high school students to invent a product and put together business ideas, has now linked up with MESA, a statewide organization which encourages students to study math, science and engineering.

Our MBA program has gone on the road. College faculty members now teach 18 students in Los Alamos and more than 40 students at White Sands Missile Range.

In community service the Hispanic Business Students Association really hit a home run when they collected more than 2,000 coats and toys, and distributed the items to kids in Juarez, El Paso and Las Cruces.

Faculty members continue to excel in their teaching, research and service activities. Pookie Sautter in the Department of Marketing has been recognized as the 2005 New Mexico Professor of the Year. In addition, I have been named NMSU’s Vice President for Economic Development, thus putting the college in the forefront of the university’s economic development activities. I currently chair the Technology Research Collaborative and Dr. Kevin Boberg serves on the board. This research collaborative funds projects in New Mexico that involve collaboration among universities and the national laboratories and which, with funding, could lead to the development of new, high-tech products and businesses in our state. The college, faculty and students are now central players in the drive to a high-tech economy. Nothing could be more exciting than to not only produce the ideas and the workforce, but also the companies for New Mexico’s future.

Garrey E. Carruthers, Dean
College of Business
Student helps with commercial product

New Mexico State University graduate student Madeline Gillette was involved with a project that could potentially save hundreds of teenage lives. Gillette, who is working on a master’s degree in economics, assisted the Santa Fe company PaceIgnitions with a business plan for a Global Positioning System-based device that is a safety and teaching product. This project was done through NMSU’s Arrowhead Center Inc., an enterprise created to commercialize new technologies and stimulate economic growth in the state.

According to the company, the device “allows parents to program speed thresholds, allowable time of operation and distance from home thresholds for their teenage driver.”

Gillette worked on a market analysis for the product and looked into competitors, market size, barriers in entering this market, reasons why people might want the device and tools consumers might be looking for in this product.

One of the most enjoyable and interesting tasks for Gillette was producing an online consumer survey.

“I learned a lot about online surveys and ways they are different from normal surveys,” she said. “I also learned about the importance of getting consumer opinion because (the results) didn’t come back exactly how I thought (they) would.”

The Las Cruces native is not the only student receiving real-world experience.

“(PaceIgnitions) is one of several projects undertaken by the Arrowhead Center through student research assistants and students participating in the MBA capstone class,” said Kevin Boberg, director of Arrowhead Center Inc.

“Madeline has done an exceptionally thorough analysis, including secondary research, surveys and expert interviews. I think her client would attest that her contributions have significantly contributed to the potential commercialization of the product.”

Gillette who has a bachelor’s degree in environmental studies from New College in Florida and a master’s in social work from NMSU.

Arrowhead remains on positive track

It has been a positive year with a positive return and the momentum is far from over, said Kevin Boberg, director of Arrowhead Center Inc.

Arrowhead, New Mexico State University’s principal vehicle for economic development, continues to support and promote economic growth through the efforts of NMSU students, faculty and staff.

More than 30 faculty members and 100 students were involved with projects over the course of the 2005-06 academic year, Boberg said. Clients of Arrowhead include government entities, businesses and communities across the state as well as on-campus customers.

The educational partnership with Los Alamos National Laboratory continues to provide NMSU students with stimulating directed-learning experiences, and two Arrowhead projects were selected as finalists at the Technology Ventures Corporation Equity Capital Symposium during the spring semester.

The spin off of Genetic Testing Laboratories Inc. is a proven success. In more than a year’s time, the lab has tripled its employment of professional staff, expanded its reach into other markets and developed an over-the-counter DNA testing kit.

But the good news doesn’t stop there. The Arrowhead Center is delving into social entrepreneurship.

“It started by accident,” said Boberg. “We didn’t go in search of clients in the broadly defined field of social entrepreneurship. They found us.”

As non-profit organizations were making their way to Arrowhead, NMSU Executive Vice President and Provost William Flores was encouraging Arrowhead to dedicate some capacity to social entrepreneurship.

“It was serendipitous,” Boberg said.

Some clients include Habitat for Humanity, the Community Action Agency and the Mission Lutheran School, among others.
Elise "Pookie" Sautter, a professor of marketing at New Mexico State University, was selected as the 2005 New Mexico Professor of the Year by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education.

The U.S. Professors of the Year program salutes the most outstanding undergraduate instructors in the country – those who excel as teachers and influence the lives and careers of their students. It is recognized as one of the most prestigious awards honoring professors.

To win professor of the year was a surprise to Sautter, but finding out what her colleagues and former students thought about her and her work was "the bonus, the icing on the cake," she said.

The award process requires letters of support from students and/or faculty.

"Unmistakably Pookie," one former student wrote of Sautter's classroom environment. "It encourages you to reach beyond the status quo, be creative, take a few gambles and walk away a better person for having learned from your success or lack thereof."

"Dr. Sautter is dedicated to undergraduate teaching and the personal and professional development of our students, and her success serves as a constant source of praise, pride and acclaim," said Garrey Carruthers, dean of the College of Business. "She constantly seeks new ways to spark greater student enthusiasm for the learning process, and is never afraid to take personal risks when attempting to gain quality undergraduate student learning."

Sautter often experiments with different learning technologies to help instructors and students find more efficient and effective ways in achieving desired learning outcomes.

"Innovation and learning technologies provide the fountain of youth for learning because innovation can rejuvenate and sustain enthusiasm in the learning environment," Sautter said. "It keeps things interesting not only for me but for the students as well. They like to see the classroom environment change, they know the world is that way and so they think that should be happening in their classrooms as well."

Sautter's numerous awards include the Great Teacher in Marketing award by the Society for Marketing Advances; the Westhafer Award for Teaching Excellence, the highest recognition NMSU gives its faculty; and the Roush Award, given to one instructor from each NMSU college based on feedback provided in NMSU student exit interviews. Twice she received the College of Business Excellence in Undergraduate Teaching Award.

Comings & Goings

In honor of our retirees, an outdoor reception was held in the Traders Plaza on May 5, 2006. Some of our earlier retirees returned to the campus to welcome their colleagues into what appears to be a very attractive alternative to working – retirement.

This year’s retirees include: Dr. Barry Smith, finance; Dr. Bill Foster, accounting and information systems; Dr. Dave Wieters, management; Dr. Jon Howell, management; Dr. Michael Ellis, economics and Rose Byrum, advising.

Three new faculty members have joined the College of Business team; they include Dr. Tim Query, Department of Finance and Business Law; and Drs. Meghan Starbuck and Ben Widner, Department of Economics and International Business. We welcome them to NMSU.
The insurance field is an industry on the move and New Mexico State University is eagerly keeping up with the pace.

In 2004, NMSU established the Mountain States Insurance Group Chair for the Study of Insurance and Financial Services with the goal of supplying the industry with a qualified workforce.

With the chair in place, the college is well positioned to provide strong and enduring insurance and financial service programs, insurance scholarship endowments and professorships through the Insurance and Risk Management Center (IRMC).

"The Insurance and Risk Management Center at NMSU is uniquely poised to serve the mountain states region and provide highly qualified candidates to meet the growing needs of the industry," said Dr. J. Tim Query, the new holder of the Mountain States Insurance Group Chair.

Financial literacy is priority

Bridging the gap between what students need to know about economics and what they are being taught in school, the College of Business developed the Center for Economics and Personal Finance Education (CEPFE).

The business college in cooperation with the Federal Reserve Bank of Dallas held an official inauguration in spring 2006. The institutions combined resources to promote economics and personal financial education in New Mexico. The joint venture was the first one of its kind for the Federal Reserve Bank of Dallas in southern New Mexico.

The only such program in the state, CEPFE conducts workshops where high school teachers receive new ideas on how to teach economics and personal finance to their students. Participants are given a review of economic concepts, and receive a stipend and several materials. In addition, the college will supply year-round support to participants.

Benjamin Matta, director of CEPFE, said the program serves as a resource for high school teachers who are inundated not only with daily work, but also with federal requirements such as the No Child Left Behind Act.

"It makes their job a little more difficult and what we have to do is find ways to accommodate those requirements," he said.

"One way to help teachers is to advise them on how to integrate economics in areas that are being tested like math and writing. This way we serve both goals – helping students prepare for the test as well as achieve economic literacy."

Student organization delivers

The Hispanic Business Student Association (HBSA) led the effort to organize a university-wide coat and toy drive for needy children in the Las Cruces and Juarez, Mexico, areas. HBSA recruited members of other Hispanic student organizations and the Hispanic Faculty Staff Caucus for this effort.

Students set bins throughout the entire campus and urged everyone to participate. There were more than 2,000 items collected over a month long drive. Students took time out before their finals to deliver coats and visit with more than 400 families that benefited from their hard work. Comet Cleaners on Idaho street partnered with the student organization by donating the dry cleaning for all of the coats that were delivered.
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Hispanic Outlook in Higher Education, a national journal, has ranked New Mexico State University as one of the nation’s top schools for Hispanics based on enrollment and number of graduate and undergraduate degrees awarded.

Hispanic Outlook conducts an annual search of the U.S. Department of Education’s database to rank the nation’s top colleges and universities for Hispanics. This year’s rankings placed NMSU 11th overall in Hispanic enrollment among all four-year colleges with Carnegie Classification.
# Business Advisory Council Members

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