August 9, 2004

To: Michael Martin, President
William Flores, Provost
Steve Castilho, Dean, Engineering
Waded Cruzado-Salas, Dean, College of Arts & Science
Rebecca Dukes, Vice President University Advancement
Jill Grammer, University Major Gifts Officer, University Advancement
Robert Peterson, Major Gifts Officer, University Advancement
Jeany Llorente, Specialist, University Communications
College of Business Administration & Economics Faculty and Staff
College of Business Administration & Economics Emeritus

From: Garrey Carruthers and Colleagues

Subject: College of Business & Economics Activities Report for week of 8/6/04

I have been a considerable amount of time this week developing an implementation plan for my duties as Vice Provost for Economic Development. As reported earlier, I believe it would be best to use the Arrowhead Center as the vehicle and expand its mission to include Policy Analysis and Workforce Development, jointly with other Colleges and with the Branch Campuses. I am also Chairing a Dean’s committee to restructure the NMSU Strategic Directions program so I am up to my eyeballs in goals and objectives.

ADMINISTRATION, Garrey Carruthers

- Several of us met with Tim Clifford and Rod Ross, accountants in El Paso and graduates of NMSU. Both are die hard Aggies and big supporters of the athletic teams. I think we will get them involved with some of our programs in the College. They are both avid golfers so Pat Gavin, I want to turn them loose with a couple of your getter players and myself sometime soon.
- I attended the naming of the Farm and Ranch Museum in honor of Governor Bruce King. Bruce is a legend in New Mexico and it is fitting that a man from agriculture be honored by the Governor is this way. My thanks to Governor Richardson for recognizing several used public servants by naming buildings after them while they are still alive.
- Pookie Sautter and I participated in an interview with a person from the firm tasked to “brand” NMSU. It was interesting session. I truly hope we can settle on one brand and go with it for the entire University.
- Kevin, Kathy Brook and I are working on an amendment to a contract we have with the Human Services Department which would allow them to request work from the College without having to execute a new contract for each work order. It will have a $1,000,000 limit and may be for five years.
- Tara Gray made here annual trek to visit with me regarding the Teaching Academy. Our College underutilizes Academy services so I have invited her to visit with us at the Convocation about her programs. She was particularly complimentary about the contributions of Pookie Sautter, Naomi Schmidt, and Carolyn Chaves to the Academy.
- I will make a quick trip to Albuquerque next week to attend the Board meeting of the Western Banking Institute. I will also visit with Dean Chuck Crespy of the Anderson School at UNM who has expressed a desire to work with us on joint projects and will visit with Nestor Romero, one of our generous donors. If you need anything in Albuquerque next week, I have a little spare time to help you.

ASSOCIATE DEAN OF ACADEMICS, Kathy Brook

- The fifth New Student Orientation was held on July 31-August 1. Thanks to Jerry Hampton, Ed Scribner, Jim Nelson, Hari Sankaran, Carl Enomoto and Eddie Renio for assisting the Advising staff. Thanks also to Liz Ellis, Rick Adkisson, Pete Dillaway, Phil Benson and Jerry Hampton for assisting with the fourth NSO on July 18. Both of these events were on Sundays for which special thanks are in order to Rose Byrum, Celina Talamantes, Justine Adkisson, Shawn Wicketts, Cristal Campos and Aida Saminiego as well.
- We continue to work with Acoma Pueblo and NMSU-Grants to get a distance ed program in place for fall. The pueblo has identified space for a classroom/computer lab for which NMSU main campus and Grants campus are providing some surplus equipment and furniture. A memorandum of understanding is in draft form.
ASSOCIATE DEAN OF RESEARCH AND ECONOMIC DEVELOPMENT, Kevin Boberg

- Two new clients of the Arrowhead Center were taken on for the fall semester 2004. These projects put the ARC on target for 15 clients during the upcoming semester.
- Six student teams presented their results to clients. Five of six were demonstrably better, and significantly so, than the projects completed during the spring semester.
- Professor Bobbie Green is working on a proposal with the Southwestern Indian Polytechnic Institute (SIPI) to the National Science Foundation. The grant, if approved, would fund recruiting and retention of Native American students in science, technology, and management.
- Governor Bill Richardson visited campus on Tuesday 3 August 2004. The NM Chile Task Force highlighted, among other topics, the Chile Thinning Machine; a cooperative effort of industry, and the Colleges of Agriculture and Home Economics, Engineering, and Business Administration and Economics. Owing to the participation of all, the Chile Thinning Machine is on track to be produced in NM and deployed for use in time for the spring 2005 crop.
- In cooperation with the Center for International Program (Ida Baca) and the Department of Agricultural Economic and Business (Octavio Ramirez), the Arrowhead Center, on behalf of NMSU, is developing a proposal to establish a branch campus and fund a scholarship program with Qatar. The initiative and request for assistance came through the Office of the Governor through the NM Economic Development Department.
- The Mesilla Valley Economic Development Alliance (MVEDA) proposed a blanket contract whereby the College of Business Administration and Economics will conduct research upon request during the next year. Immediate projects include database development and maintenance, and economic impact studies.
- Thanks to the work of Drs. David Daniels and Dennis Clason, the NM Human Services Department increased the scope of funding of projects from $400,000 for one year, to up to $1 million per year for three years. Both the subject and value of the contract will bring necessary resources and establish a center of excellence in policy analysis; a priority for President Martin in founding a Vice Provost of Economic Development.

DIRECTOR OF DEVELOPMENT AND PUBLIC RELATIONS, Sylvia Acosta

- Linda Volk was selected as the Distinguished Alumni for the College of Business. I called her and congratulated her.
- I visited with Mr. Hank Willis regarding his attendance at the Hall of Fame dinner. He will not be able to attend because he is going on a trip to Alaska and then spending some time with is son in Seattle. He will be visiting our campus in September. I am going to try and ensure that he has time to visit with President Martin.
- The Adolpho Telles and Laura Conniff videos for the Hall of Fame are being completed by Ag Communications. A draft copy of the video will be available for our viewing next week.
- The Annual Report is in its final stages of production. A draft copy will be given to you for your review. The Annual Report will log our accomplishments for July 2003-July 2004.
- The Hall of Fame dinner is now paying for itself. The goal was to raise sufficient monies to cover the cost. To date we have raised $16,000. Additional sponsors are expected.
- "Save the Date Cards" for the Homecoming events will be sent out the beginning of September. The Business Advisory Council has been made aware of the dates for their meetings during homecoming and which events they are recommended to attend.
- Liz Ellis is working with the National Association of Industrial and Office Properties (NAIOP) for the purposes of funding a Chair in Real Estate.
- The College web site is being re-designed and Tammi Camp is handling that project. Meetings with Tammie have been requested that include Dean Brook, Pookie Sautter and myself.
- I am still working on the refurbishment of the student lobby. Thus far I have met with Sheila Morgan to discuss preliminary plans and have been given some ideas for furniture and fixtures. I have plans to meet with Nancy Charles on this project as well. We have to have a preliminary idea by the time Mr. Willis comes into town in September.
- We are still planning for the CBAE 40th anniversary reunion.
ACCOUNTING AND BUSINESS COMPUTER SYSTEMS, Pete Dillaway

- Pete Dillaway, Department Head, Accounting and BCS, and Wayne Headrick, MBA Director, attended the Dona Ana Branch Community College Computer and Information Technology Advisory Council meeting at the East Mesa Campus of DABCC on August 4. The purpose of the meeting was to finalize the revision of the Computer and Information Technology Department’s cooperative education program.

- Bill Smith, College Assistant Professor of Accounting, has been notified that his article, “Using the Ethno statistics Methodology to Reconcile Rhetoric and Reality: An Examination of the Management Release of Enron’s Year End 2000 Results”, has been accepted for publication in *Qualitative Research in Accounting & Management*. Coauthors are David Boje, Professor of Management, and Carolyn Gardner (Radford University).

- Richard Oliver and Kerry Alt, Assistant Professors of BCS, conducted their last class on anti-terrorism training for New Mexico emergency workers on July 30 and 31. Participants in the class included New Mexico State Police, HAZMAT personnel, and Waste Isolation Pilot Plant personnel. The emphasis in the training was on how to use software, developed at Sandia Labs by Drs. Alt and Oliver, for directing command and control operations responding to radiological bomb threats. The training was funded by a grant from the U.S. Department of Justice.

ECONOMICS AND INTERNATIONAL BUSINESS, Mike Ellis

- The department heads met with Sylvia Acosta and Pookie Sautter to discuss the new college and departmental brochures. Individual departments will forward to Sylvia by Aug 13th, their versions of what will either become “inserts” into the college wide brochure, or another set of individual tri-folds that each department gives out to prospective students.

- Michael Ellis and Tony Popp had a conference phone call with Phil Lynch acting for Raul Burciaga of the Legislative Council Service. This was in regard to an economic impact study suggested by Mr. Burciaga for the N.M. Health Policy Commission. The negotiations are ongoing.

- Ben Matta from the Department of Economics, Ken Martin from Finance, and Ed Scribner from Accounting and BCS have taken the lead in discussions with the College of Education to further efforts to introduce or strengthen the teaching of Economics, Personal Finance and other business disciplines in the New Mexico High schools and middle schools. Toward that end, those three, along with Michael Ellis and Michael Morehead from Education, met with Rhonda Seidenwurm, the Associate Superintendent of the Las Cruces Public Schools. She was enthusiastic and there are several initiatives on the front burner that we will report on in the coming weeks as soon as she has time to discuss them with her team.

FINANCE, Liz Ellis

- On Thursday, August 5, Barry Smith chaired a meeting in Albuquerque at Mountain States Insurance Group for all summer interns and their employers in the Albuquerque area. The meeting was used to analyze this year’s internship program in order to make the necessary adjustments for next year’s program.

- On Friday, August 6, Barry Smith made a four-hour presentation on Crime Insurance and the Business owners’ Policy in Flagstaff as part of the Certified Insurance Counselors program on Commercial Property Insurance.

MANAGEMENT, Peter Dorfman


- Dr. Wayne Headrick and Dr. Janice Black met with Jim Higby and Brigadier General Reese of WSMR to discuss the possibility of doing a trial cohort of a new EMBA degree program centered at WSMR. Janice Black met with Pat Gavin, PGM Director, to coordinate using the live strategic assessment of a golf course during her Fall 2004 BUSA 421 course.

- Dr. Phil Benson (with Dr. Brad Gilbreath, co-author) had a paper entitled “Supervisor Behavior and Employee Well Being” accepted for publication in the journal *Work and Stress*.

MARKETING, Jerry Hampton

- Dr. Hyman, as a member of the editorial review board of *Journal of Advertising*, reviewed the manuscript, “Processing Span: A Framework for Understanding Its Impact and Consequences.” As a
member of the editor review board for *Journal of Current Issues and Research in Advertising*, he completed a review of a manuscript entitled, “Assessing Attitudes Toward Virtual Advertising.” He also completed a review for McGraw-Hill/Irwin of a prospective student project manual for an undergraduate marketing research class.

- All the Ph.D. students departed this week for the American Marketing Association Educators’ Conference in Boston. They are busy interviewing for academic positions for Fall Semester 2005.
- Dr. Huhmann worked with Beth Mott-Stenerson to complete her dissertation proposal defense before she departed for the conference in Boston.
- Dr. Hampton had a meeting with Tim Evans, Assistant Athletics Director, and Christina Holowich, Assistant Coach, Women’s Softball, to discuss the Sports Marketing program. They support this new program and indicated the Athletics Department would need internships from this program.
- Pat Gavin, PGM Director, has been in contact with a group in Thailand. Due to Pat’s efforts, this group gave $20,000.00 for Professional Golf Management scholarships. If all goes well, this could be a yearly event.

**MBA, Wayne Headrick**

- Wayne Headrick, Kevin Boberg and a variety of university faculty members and company representatives attended 6 presentations by MBA students who are completing their degree programs. The presentations addressed various aspects of the possible commercialization of ventures such as:
  - a mechanized chile thinner,
  - a specialty night light fixture,
  - a language translator “engine,”
  - a “digital home” integration produce,
  - activated charcoal produced from pecan shells, and
  - development alternatives for the Arrowhead Research Park.
- Wayne Headrick and Pete Dillaway attended the Dona Ana Branch Community College Computer Technology Advisory Council meeting held on the DABCC East Mesa Campus.