December 17, 2003

To: Dr. William Flores
    CBAE Faculty and Staff
    Dean Waded Cruzado-Salas

From: Garrey Carruthers

Subject: Activities Report for December 12, 2003

NOTICE TO READERS: This will be the last edition of the Activities Report for 2003. The next edition will be on or about January 9, 2004. May you and your families have a very Happy and Safe Holiday season. Rest up for a great 2004. The College of Business Administration and Economics is one of the premier colleges in the southwest so you will need all of your energy and creativity to continue to advance the cause of excellence in teaching, research and service.

ADMINISTRATION

• Please pencil in January 8th for the Faculty/Staff Conference at the New Mexico Farm and Ranch Museum. Kathy Brook has provided a draft agenda; hence, you are aware of the importance of the meeting and the prospects of some lively discussions.

• Several members of the Administrative/Provost Councils broke bread with the new Secretary of Education Veronica Garcia this week. She has an impressive track record as a teacher, administrator and association executive. The jury is still out on how the Secretariat will relate to higher education. I suspect this will be the subject of great debate in the coming legislative session.

• I have advised Korn/Ferry International, the search firm hired to assist the Regents in selecting a new President for NMSU, that despite being nominated to be President, I would prefer to remain in my current position. I am just having far too much fun at this post to change assignments. I feel I can be of great service to the University by working on projects like the Arrowhead Center, the Entrepreneurship Center, and fund raising for Endowed Chairs, scholarships, a new building, and more operating funds. Besides, the President never has the opportunity to deal with students in a classroom setting and I find that special about this job. So, for the time being, you are stuck with me.

• We are in the process of completing job descriptions for the Department Heads. After we have agreed upon the description for the Head of the Finance Department, we will begin an internal search for a new Department Head.

• I visited BUSA 422 (mostly graduating seniors) and Beth Mott’s marketing class this week. The BUSA students gave me an ear full regarding our BUSA series, which will be one of the subjects at our January 8th meeting. The marketing class presented proposals on how to market CBAE to the rest of the University. They have some very useful and creative ideas. I enjoyed the dialogue with them. Good job, Beth.

• I attended the funeral of former Congressman Joe Skeen, a close personal and political friend and a force in funding NMSU. It was a terrific celebration of his life.
The State Library is now named the Garrey Carruthers State Library. The Governor was very generous in his comments. I am very proud to have been recognized by this administration. I had my first tour of the library and was very impressed with their programs.

I met with the Governor’s Progress Agenda (implementation team for school reform) on Friday. All of the committees reported. With some modifications as the result of discussions, these recommendations will be presented to the Governor on December 22nd. The committee’s work is to be completed by June 30, 2004.

I attended my first NMSU graduation in years and was impressed by the enthusiasm of both students and families at their collective successes. (One father said he was so happy that the tuition payments would stop.) G.X. McSherry was awarded an Honorary Doctorate of Laws. The entire event was evidence of a job well done by the faculty and staff at NMSU.

Next week will be a busy week but mostly out of town. I will meet with officials of Mountain States Insurance Group to name the person for their Endowed Chair (don’t expect any surprises). Kathy Brook, Celina Talamantes, and I will join Dr. Flores in signing an agreement with S.I.P.I. regarding a Tribal Management Program. Tuesday morning I will meet with the Director of Los Alamos Laboratory regarding a relationship with the Arrowhead Center. Thursday, I have been asked to join a group to brief the Governor on the work of the Blue Ribbon Tax Reform Commission. Friday, several of us will meet with New Mexico Mutual Insurance Company with respect to a large contribution to the Insurance Center. Along the way, I will be working with Dean Bob Moulton in talking to legislators regarding his request of $12,000,000 for a new education building. Otherwise, I have nothing to do.

With considerable help from Kevin Boberg and Cynthia Madden, Kathy Brook has submitted a grant proposal to the Kauffman Foundation to provide support in the development of entrepreneurship classes to be offered campus-wide.

Kathy Brook has prepared the articulation agreements which will be signed on Monday, December 15 in Albuquerque by Dr. Flores and by the President of Southwest Indian Polytechnic Institute. This agreement will aid in the transfer of credit from SIPI and will facilitate the transfer of students into a tribal management option within the General Business major.

Dean Brook met with Linda Zimmerman and David Finston from the Math Department concerning the College’s math requirements and efforts by the Math Department to improve math skills. We currently require that students take MATH 185 or 230 as well as MATH 142G. They feel that MATH 230 is a good course for business students but that it does not sufficiently prepare our students to take calculus. One way of addressing this would be to add some algebra to MATH 142G and increase the course from 3 to 4 credits. They will come back to us (probably to the Curriculum Committee) with a concrete proposal. They will also need to negotiate with the Biology Department which also requires MATH 142G.

Kevin Boberg attended the Annual Conference of the Austin Regional Office, Economic Development Administration, U. S. Department of Commerce. He was told to expect a six month extension (through 06.30.04) on our current university center contract (Center for Economic Development Research and Assistance). However, due to continuing budget issues in Washington, staff from the Austin
Region was not in a position to commit beyond six months on the current contract neither for CEDRA nor about the prospects of funding for the Arrowhead Center.

- Along with Dr. Terry Adler, Dr. Boberg met with several faculty members and administrators from the Anderson School of Management (ASM/UNM), representatives from the Small Business Assistance Program from Sandia National Laboratories, the Director of NM Tech’s Engineering Management Program, and personnel from Main Corridor to discuss a state-wide Management of Technology Initiative. This group has convened several times in recent weeks, meeting with Dr. Adler and Dr. Black. Our immediate goal is to partner with Sandia to foster technology based economic development through the Arrowhead Center. This meeting moved us closer to this objective.

- Also, Dr. Boberg met with the Southwest Tribal Fisheries Commission (SWFTFC) at Laguna Pueblo. The SCTFC represents tribes in the four state-area (NM, AZ, CO, UT) for the purpose of fostering recreation-based economic development on tribal lands. Our proposal that the Arrowhead Center/NMSU would develop a business plan during the Spring Semester for the Commission was unanimously accepted.

- Kevin Boberg briefly met with Samuel Diswood, Director of Acoma Game and Fish Enterprise. We tentatively agreed that the Arrowhead Center/NMSU would develop a business plan during the Spring Semester for new business development proposed by Acoma.

- On behalf of CBAE, Dr. Boberg filed summary of programs to be included in NMSU’s Federal Initiatives document compiled annually for presentation to NM federal delegation. Special thanks to Mike Ellis, Nancy Oretskin, and Erin Ward for their assistance in writing up their programs.

ACCOUNTING & BUSINESS COMPUTER SYSTEMS

- On Monday, Jill Grammer, Sylvia Acosta, Jim Nelson, and Pete Dillaway met to discuss strategy for the proposals to the Independent Bankers of New Mexico for a Banking Securities Chair and for a Center for Bank Security.

- Offers of employment in the Department’s two College Assistant Professor positions were extended to Bob Schoener (Accounting) and to Jim Shannon (BCS). The offers were accepted. Jim Shannon is a retired BCS professor (1978-2002), currently working as a programmer in Las Cruces. Bob Schoener is a recently retired CPA from Denver. During his career, Bob had been a partner and the national director of training for KMG Main Hurdman (now a part of KPMG Peat Marwick). Bob will teach Introduction to Business for the College in the spring. (Dean Carruthers: Bob is dynamic.)

- Tara Rose, Ernst & Young’s Campus Recruiter—Diversity and Dr. Dillaway have been communicating relative to our scholarship program with them. Starting in fall, 2004, we’ll offer eight, $1,000 bridge scholarships for freshmen and four, $2,000 Business Leaders’ Scholarships for rising juniors or seniors. The latter will be restricted to minority students majoring in Accounting, BCS, or Finance. The Bridge Scholarships are available to Native-American students intending to major in Business.
ECONOMICS AND INTERNATIONAL BUSINESS
• The Econ Department met to review recruiting files for candidates applying for two positions. We prioritized them and gave the list to those who will interview the candidates in San Diego at the national meetings.
• Work continued this week on the New Mexico First project by Tony Popp.
• Work continued this week on the “non research” doctorate by Ben Matta.

FINANCE - No report

MANAGEMENT
• Jim Bishop has an article accepted by the Journal of Small Business management on a very unique topic “The role of exercise in goal attainment among small business owners.”
• David Boje has been nominated for the President of the International Academy of Business Disciplines.

MARKETING
• Bruce Huhmann, Shaun McQuitty, and Kelly Tian of the Marketing Department met with Jim Bishop and Carolyn Chavez of the Management Department to discuss ways to more efficiently use resources by integrating Quantitative and Qualitative Method seminars for Ph.D. students from both departments.
• Dr. Hyman spent a busy week reviewing manuscripts for Marketing Science, Journal of Marketing Theory and Practice and Journal of Advertising. In addition, he reviewed a funding proposal for the American Academy of Advertising’s Research Fellowship Competition.
• The New Mexico State University collegiate chapter of the American Marketing Association was one of ten marketing chapters nationwide to be awarded a $1,000.00 grant from the American Marketing Association Foundation in support of local community service projects. Emily Bosland, a senior majoring in marketing and French, led the grant writing effort, and will coordinate the chapter’s program implementation.
• New Mexico State University’s Marketing Department was one of four departments nationwide selected to participate in the EdVenture Partners program. This is a program where a marketing class creates a cross-functional marketing agency that develops a marketing campaign, presents it to the client, and implements the campaign. Beth Mott’s class in spring 2004 was selected. The class will receive an operating budget of $2,500.00 to create and implement the campaign.

MBA PROGRAM
• Wayne Headrick worked with Rudi Schoenmackers on the annual Title V Grant report, and gathered data on the cost of our new Business Complex Wireless Classroom. The final report must be submitted to the Department of Education by January 31, 2004