February 20, 2004

To: William Flores, Interim President
Waded Cruzado-Salas, Dean, College of Arts & Science
Rebecca Dukes, Vice President University Advancement
Jill Grammer, University 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 February 20, 2004

The legislative session is over and the Republic is safe. It was a good session for NMSU, as I understand it. Apparently there is money for a little bump in salaries and we received the initial funding ($75,000 plus $50,000 in capital outlay) for the Arrowhead Center. Long live the Republic!

ADMINISTRATION

• I have briefed three of the Regents (Manatt, Gallagher, and Anaya) regarding the details of our proposal to the Regents on March 8th. I will complete the briefings next week. Essentially, we are asking that the Tech Transfer Corporation be renamed the Arrowhead Center, that an interim board consisting of Jim McDonough, Dr. Flores and Garrey Carruthers be established to draw up new bylaws and contemplate an eventual merger with the Research Park Corporation, and that the Regents permit Arrowhead to begin contracting with entities such as New Mexico Tech, Los Alamos Labs, and Sandia Corporation. The Regents, to this point, have been very supportive. Dr. Flores has stepped in to help us over a few bumps in the road.
• I attended a New Mexico First luncheon for venture capitalist and an evening event for their major donors. Great net working opportunities plus we generated some support for the New Mexico First Town Hall to be held here in early April. Tony Popp and his little band of writers are getting rave reviews from NM First folks with respect to the base document they prepared for the meeting.
• Chris Erickson also received kudos from the CEO of the Federal Reserve of El Paso for his work in judging their annual student contest.
• I will be in Albuquerque on consulting Monday but will return for the rest of the week.
• I have committed that we will join a private company in requesting a $2,000,000 research and development grant from NASA. I will need to drift through Washington, D.C. soon to see some folks about this proposal. The principal in the private company is attempting to develop some patented laser technology for use in a manufacturing process. Arrowhead will also do some work on his business plan, if funding is forthcoming.
• I have also committed Arrowhead to joining New Mexico Tech in a grant proposal to commercialize some intellectual property they have for recycling water from oil and gas production/development. It seems some members of the Congressional delegation are very keen on Tech’s IP.
• I saw Senator Bingaman in Albuquerque after Kevin and others had briefed him on the Arrowhead Center. He was very enthusiastic about the concept and committed to helping us out. Good job Kevin and gang.
• This week Rose Byrum has participated in NMSU’s advising sessions for transfer students at the Transmountain, Valle Verde and Northwest campuses of El Paso Community College.
• Advising Center staff and some of the department heads met with approximately 120 prospective students and their parents at the College’s presentation for Spring Visitors Day. The program included a presentation by John Coon concerning his experience with BUSA 365 and a student panel consisting of Robin Pirtle (MGT), Max Gallegos (FIN), Rebecca Price (MKTG), Cynthia Bertoldo (MKTG), Jeannine Reyes (BCS) and Jonathon Nichols (ECON). As usual the students did a great job and John Coon is especially to be congratulated for coping with unforeseen technical difficulties.
• Justine Adkission and Kathy Brook met with representatives of ICT, the Registrar’s Office, and Institutional Research to finalize plans to place our P BA students into majors. This process is beginning this week. When completed, the only students identified as P BA will be those working on an associates degree.
• Celina Talamantes, Kathy Brook and Dean Carruthers met on Tuesday with President Joseph Martin of SIPI and a number of faculty and staff members. The purpose was to discuss implementation of our agreement to offer a tribal management option within the General Business major to students who would complete their first two years at SIPI. Also discussed were opportunities to collaborate in writing grants to support the tribal management program and SIPI’s efforts to promote entrepreneurship and provide technical assistance to tribes throughout the country.

• Kevin Boberg received a “do pass” from University Counsel, Office of Grants and Contracts (OGC), and the Vice Provost for Research and Economic Development on Dr. Blank's proposal to “share” some of his consulting contracts with NMSU via subcontract. Beyond the immediate contract, this is a significant decision for many faculty members, who over the years have had to choose between consulting or working through the university.

• Drs. David Boje and Robin Peterson met with representatives of the Greater Las Cruces Chamber of Commerce. They finalized details for conducting and analyzing the results of focus group interviews, and drafted a timetable to design and administer a questionnaire to survey current and past members of the Greater Las Cruces Chamber of Commerce.

• Dr. Boberg briefed Senator Jeff Bingaman about the Arrowhead Center. Also in attendance, Kathy Hansen (PSL), Rebecca Rizzuti (Staff, Senator Jeff Bingaman), and Jim McDonough (NMSU Vice President for Business). The Senator appreciated and encouraged the collaborative nature of the Arrowhead Center. Senator Bingaman promised to help as necessary and able.

• Arrowhead Center is in HB 2 for $75,000 (recurring) and the Governor’s Capital Outlay Budget for $50,000 (non-recurring), the latter to be netted from total capital outlay to NMSU.

• The NMSU New Mexico First Committee (Drs. Popp, Peterson, Martin, and Weisinger) completed and submitted final draft of Background Paper to the New Mexico First Research Committee.

• Kathy Hansen, Ryan Bischoff (both of PSL, the latter a graduate of the CBAE), Elizabeth Ellis (faculty in the CBAE), Felipe Scobell, Danny Hernandez, and Travis Melham were exemplary in compiling, editing, and producing numerous revisions to and copies of the Arrowhead Center Briefing Book distributed to NMSU Regents, NM legislators, and others as designated.

• Dr. Chris Erickson (content) and Felipe Scobell (technical) collaborated to produce the latest copy of the NM Business Outlook. The latest edition featured sections from the NMSU NM First Committee; and, thus, they too, deserve much credit.

• Dr. Chris Erickson, with some input from Dr. James Peach, compiled a profile of local economic conditions at the request of Dr. William Flores (Interim President, NMSU) in order to prepare him for his first monthly meeting of the El Paso Branch, Dallas Federal Reserve.

• Dr. Boberg met with Al Vickers (President, SCORE) and Samuel Steel about Arrowhead Center and how it can work with Mr. Steel, a local entrepreneur. They agreed that the student research staff would compile background research about Mr. Steel’s inventions throughout the remainder of the Spring Semester, with an Arrowhead Center Innovation Project Team developing a business plan during the summer academic period. The final report will be presented in August 2004.

• Arrowhead Center signed two contracts—one for $20,000 and the other for $7,500—to collaborate with PSL on developing business plans for commercializing federally-funding research into UAV and other initiatives.

• Innovation Project Teams—organized through the Arrowhead Center and in concert with BA 502—continued to achieve remarkable results. Among the highlights: One team has been invited to make its final presentation to the Austin Region Office of the Economic Development Administration, U.S. Department of Commerce; another’s efforts have led to an invitation to proposed initial funding from a NM-based venture capital fund for a NM-based startup company; and a third invited to attend the closing day of the NM legislature and brief relevant department heads in the NM Economic Development Department about another business startup. Dr. Janice Black has been instrumental in bringing classroom exercise and practical experience to fruition.

• Student research assistants not associated with BA 502 continued to work with three other client businesses and, or communities of the Arrowhead Center.

• Dr. Boberg made a presentation on work accomplished to date to the Southwest Tribal Fisheries Commission (SWTFC). The meeting, held in Acoma, highlighted the Arrowhead Center’s initial efforts to secure $200,000 in funding from the Economic Development Administration for the Mescalero Apache Tribe and other members of the SWTFC, the work of the Innovation Project Team (MBA students and Dr. Black), and how the Arrowhead Center will continue to work with the SWTFC for Native American Business Development.
• Elizabeth Ellis, faculty member in the Department of Finance and Business Law, drafted multiple versions of resolutions to be considered by the Boards of the Research Park Corporation and NMSU Technology Transfer Corporation, and the NMSU Board of Regents at their 8 March 2004 meetings, which will create Arrowhead Center as a legal entity.

• Sylvia Acosta will be traveling with Jill Grammer to Albuquerque on February 19 and 20. Visits have been set up with Ken Garrett, Brad Preber, Shelly McQuire, Jim Wetherbe, Paul and Marcy Boushelle, Loris Gamlen, and Henry Willis.

• Ms. Acosta confirmed Martin Cabrera visit on March 8-9, 2004 and worked with Dorothy Hughes to gain a commitment for him to attend the Awards Luncheon in Albuquerque in May.

• Ms. Acosta also confirmed George Ruth, Jerean Hutchinson, Everett Crawford, Hotch Manning, Terry Moss, Tom McCarthy, Janie and David Orr, Floyd Correa for the Business Advisory Council.

• Ms. Acosta set up visit of Floyd Correa, a leading Native American businessman on campus on March 19, 2004. She is working on setting up a meeting with Native American students and the American Indians program on campus. Rebecca Dukes expressed an interest in visiting with Mr. Correa.

ACCOUNTING & BUSINESS COMPUTER SYSTEMS
• Jim Nelson published “Santa Teresa Port Needs Assessment” as a member of the Management Team for the Border Technology Deployment Center, funded by Congress. This is the final report for current funding and is available as a PDF file (164 pages) from jnelson@nmsu.edu.

• Larry Tunnell’s article, “New Mexico Individual Income Tax Rate Reductions” is published in the latest issue of New Mexico Outlook. It compares New Mexico’s scheduled individual rate reductions with rates in nearby states.

• Ed Scribner is again honored by being selected for inclusion in Who’s Who Among American Teachers. Ed is a multiple-year honoree.

• Beta Alpha Psi has published its Volunteer Income Tax Assistance schedule:
  - March 4 from 5:00-8:00 p.m.
  - March 13 from 9:00-12:00 noon
  - March 18 from 5:00-8:00 p.m.

  The sessions will be held in the Christmore Room, BC 227.

ECONOMICS/INTERNATIONAL BUSINESS
• The Department of Economics met with the Department of Agricultural Economics regarding our joint AEEC graduate program. We formed two committees that were given the charge to:
  1. Review our quantitative offerings (Statistics, math econ and econometrics) and recommend a future direction given our involvement in the AEEC Masters, Masters of Agriculture, MBA in Agriculture and perhaps some sort of doctoral program in the future.
  2. Produce a short statement regarding the possibilities of a doctoral program of as yet unspecified type to be housed in the Economics Department. This would serve as a discussion document only.

FINANCE
• Susan Bradley, CPA, JD, Regional Sales Director, Kaplan Professional, Inc. spoke at the student FMA meeting Monday night, February 16. Her topic was the CFA professional designation program.

MANAGEMENT
• Janice Black presented an update of her funded projected, short title “Context for Learning and the Hydrology System,” at the annual technical conference for SCERP, held at Texas A&M International University in Laredo, Texas.

• Esther Thomas, doctoral candidate, is presenting the paper, “Land Grant Universities: Maintaining Academic Balance in an Era of Continual Change,” that she co-authored with Janice Black at the American Society of Business and Behavioral Sciences this weekend in Las Vegas.

• Janice Black contacted Naomi Scruggs of the Mayfield High School business department for opportunities to talk to students in the business and careers courses there. She made arrangements with Patsy Daniel of the AES (gifted program) at Mayfield to talk with some of the honors students when they come on campus March 10 and 11.
MARKETING

- On Monday Dr. Hyman delivered a guest lecture, entitled, “Marketing and Baseball: Commendable Coalition, Mediocre Marriage, or Profane Partnership?” to students enrolled in Jim Peach’s Economics of Baseball class.
- Dr. Peterson has been appointed to the editorial review board of *Industrial Marketing Management*.
- Dr. Peterson had the article, “Eating Disorder and Advertising Effects: An Exploration,” accepted for publication in *The Academy of Marketing Studies Journal*.
- The marketing faculty held a meeting to discuss the possibility of recruiting a Ph.D. class for fall 2004 and issues related to distance education. The faculty is extremely disappointed with the decisions of the distance education office to limit the number of course to the allocations provided. Why can’t the department offer courses and the instructor be paid based on the number of students enrolled? This should also apply to summer school. This is a win-win situation for all concerned. What is wrong with having courses self-supporting during summer school, especially when it serves our students?

MBA

- Documentation supporting the granting of a posthumous MBA degree to Francisco “Cisco” Sandoval has been forwarded to Dean Lacey at the Graduate School for her consideration. If all goes well, the proposal will be presented to the Board of Regents at their March 2004 meeting.
- Dr. Headrick completed the first draft of the Specialization in Agribusiness proposal that must be submitted to the Graduate Council for its consideration. Although completion of the final document is awaiting the course substitution lists that are being prepared by a combined subcommittee of the CBAE and AEAB Graduate Committees, the draft has been sent to Octavio Ramirez for his review and comment.
- The MOU in support of the Specialization of Agribusiness has been revised to incorporate the comments received from interested parties and is being sent out again for a second review. As soon as applicable second round comments have been integrated into the document, it will be presented to the proposed signatories for consideration.
- Dr. Headrick continued the development of procedures for handling a variety of situations in which undergraduates could be allowed to enroll in MBA courses. Completion of the document has been held up due to differences in what the department heads and the Graduate Committee consider to be a good working definition of a “highly qualified” undergraduate.
- Dr. Headrick also completed work on the IB Specialization proposal and have forwarded it to Kerry Alt, the CBAE representative on the Specialization sub-committee of the Graduate Council.
- Liz Ellis and Dr. Headrick attended the regularly scheduled meeting of the General Education Task Force. We both spoke in support of retaining the “outside the home college” requirement associated with the Viewing a Wider World courses. There was also some discussion regarding how taking foreign language courses (as electives) might be taken into account when meeting General Education requirements, but nothing substantial came from it. I believe that it is finally dawning on at least some of the Task Force members that CHE general education requirements make it extremely difficult to change much of anything outside the Viewing a Wider World requirements – this, of course, means we need to be particularly vigilant when reviewing any related changes that might be proposed.