July 6, 2004

To: Michael Martin, Incoming President  
    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  
    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 7/2/04

• By invitation of Congressman Pearce, I attended an event for him at the Double Eagle. He had in tow his top staff members so it was a good opportunity to talk NMSU with them. His staffers and the Congressman seem genuinely interested in assisting NMSU wherever possible. He reported that his polls indicated a double digit lead over his general election opponent, Gary King. Both Gary and Steve are graduates of NMSU so we should be well served by either.

• After a discussion with Steve Hussman of the NMSU Library, I have donated my official papers to the library. They had been deposited there years ago but by donating the papers, others will have access online to all of the documentation from my service as Governor.

• I met with Paul Gutierrez, NMSU Assoc. Dean and Assoc. Dir. of Extension Services, and Kathy Brook regarding his recommended Tribal Extension Service. This would be just the right vehicle to test a University wide extension service, in that there are a limited number of tribes but all need services from the entire University. Kathy and I were supportive as well because a Tribal Extension Service would enhance our Tribal Management Initiative.

• On a personal note, Molina Healthcare of California has purchased Health Care Horizons (Cimarron Health Plan) so it is fair to say I am now a former business man.

• I served as Master of Ceremonies for the Dona Ana Chapter of the American Red Cross “Honoring Those Who Made a Difference”. It was very moving to recognize local folks, such as a local fireman who, while on a weekend at Caballo Lake, pulled two adults, who were in danger of drowning, from the river. Our area is blessed with some very good citizens.

• I have convened the small group tasked to consider simplification of the NMSU Strategic Directions 2004-2005 document and we intend to have at least a road map on how it might be modified to be more useful as a management tool in time for the Regents Retreat. The members of the group are Steve Castillo, Bill Quintana, Jack Thomas, Jeff Brandon, Miriam Myer, Maureen Howard and me.

ASSOCIATE DEAN OF ACADEMICS, Kathy Brook

• Kathy Brook met with Kim Seifert, DABCC department head in the Business and Information Systems Division concerning articulation of courses. Kim has identified some courses to review for articulation purposes. With only one exception these are courses that we would teach at the upper division level. Copies of DABCC syllabi have been distributed to the relevant department heads.

• Work has begun on the remodel of GU 100. OFS employees were removing the fixed seating this week. As I understand it, the old seats will go to Juarez for use in a building there. New seating and carpet should be in place by the start of the fall semester. The new carpeting will include the east lobby area.

• Kathy Brook has calculated the amount of distance ed tuition to be distributed to the departments for classes taught during summer I. Starting with summer II we are operating under the new system under which we will be allocated DE money for the year and will no longer be receiving tuition.

• Since she sent out the campus wide e-mail concerning Peter Wichert’s death, Kathy has received several e-mails from people who knew Peter and were greatly saddened by his passing.
ASSOCIATE DEAN OF RESEARCH AND ECONOMIC DEVELOPMENT, Kevin Boberg

- Kathy Hansen, Cynthia Madden, and Kathy Crawford completed calculations of the fixed and administrative rate for the Arrowhead Center. Ms. Madden will follow up, filing the rate determination with the appropriate federal audit agency.
- Center staff responded to a request for information from Governor Richardson’s Office, communicated through the NM Economic Development Department. The Governor recently met with representatives from Qatar, who invited NMSU to submit a proposal whereby the Qatar would fund scholarships for NMSU students to study in Qatar and the government would fund a research campus of NMSU in the national capital of Doha.
- The first of this semester’s BA 502 student groups, which began working in mid-Spring Semester, completed its paper and made a presentation to the Assistant City Manager and other representatives of the City of Las Cruces. The group analyzed the problem of traffic hotspots and traffic calming solutions throughout the City. Using marketing, economics, and traffic engineering skills, the group presented a plan which will be used by the newly hired Traffic Calming Coordinator to deal with this problem.
- The College and Arrowhead Center were invited by the staff of Senator Jeff Bingaman to participate on the organizing committee for a three day workshop dealing with “Technology Commercialization and Research Parks: Best Practices between Taiwan and New Mexico.” Arising from the Senator’s visit to Taiwan last December, the workshop (to be held in Albuquerque from 25 – 27 August), will facilitate an exchange of information and lead to an MOU between universities in Taiwan and New Mexico, including NMSU.
- Peter Anselmo (NM Tech), and Andy Salazar (UNM) have asked the College to participate in writing a proposal to study successful practices in technology commercialization. The proposed methodology—a longitudinal assessment of thirty start-up companies in NM—would be of interest to the NM Economic Development Department, federal laboratories, and proposed to the National Science Foundation.
- The Arrowhead Research Park Planning Committee (Professors Popp, Scribner, Martin, McQuitty, and Peach) continued its efforts. Maureen Camunez, IP Director for NMSU, provided a lot of background information about the Park, including how it can be more successful in the future.
- Cynthia Madden and Kathy Crawford reviewed ledgers for sponsored research accounts. Individual projects are on budget, and the Research Center overall maintained its net financial position, when comparing administrative expenses and recovered overhead.

DIRECTOR OF DEVELOPMENT AND PUBLIC RELATIONS, Sylvia Acosta

- Met with Graham Black regarding the Wetherbe watch. A formal presentation was made to Dean Carruthers from Mr. Black regarding the goals and objectives and plans for the use of the watch in fundraising efforts by students. Dean Carruthers visited with Jim Wetherbe. He liked the idea. I will be setting up a travel date to go and visit with Mr. Wetherbe. I will invite Graham Black and a BUSA instructor to join me on the call.
- The College of Business will inaugurate our in house campaign in August. Plans are that it will be announced in August during the Faculty Staff retreat. I need a volunteer from each department to be the lead person to help us obtain our projected 100% participation goal. I will be sending emails requesting volunteers for the committee, which will begin work next month. I will be asking for suggested giving programs from CEC.
- I attended a meeting of the Association of Latin Professionals in Finance and Accounting on June 29 in El Paso. We were able to recruit Linda Volk to sit on our advisory board. She is critical at getting buy-in from prominent alumni in El Paso.
- Linda Volk has asked that I attend the ALPFA national meeting in Chicago during their August meeting. At that time I will also make time to visit some alumni. KPMG has agreed to host a reception in Chicago for NMSU alumni during that trip. I will visit with Debbie Widger and Rebecca Dukes regarding that event.
- Adolpho Telles and Laura Conniff have accepted their induction into the Hall of Fame for 2004.
- Logistics for the Hall of Fame Dinner are underway. We expect at least 200 attendees at this event on August 18, 2004. The event will take place at the Hilton and all faculty and staff will be invited to attend. I am currently visiting with several individuals regarding major sponsorship for this event.
- Set up meeting members of the National Association of Industrial and Office Properties (NAIOP) on July 12th in Las Cruces to further discuss the possibility of a Chair at NMSU in Real Estate. The meeting will take place from 11-2 and Provost Flores, Dean Carruthers, Dr. Barry Smith, Van
Bullock, and Sylvia Acosta will be attending. The luncheon will take place at the Double Eagle. An agenda of that meeting was sent to all parties involved.

- Visited with Guy Wimberly regarding possibly placing the New Mexico Golf Hall of Fame at the NMSU Club House. Logistics will have to be worked out.
- I met with students regarding the College web site. We will be working on achieving a uniform look throughout that is user friendly.
- Tom Weiser is working on the Annual Report and on the brochure content. The hit date for the annual report is set for August 1, 2004.

ACCOUNTING AND BUSINESS COMPUTER SYSTEMS, Pete Dillaway – No Report

ECONOMICS AND INTERNATIONAL BUSINESS, Mike Ellis

- Tony Popp and Jim Peach worked with others in the CBA&E on the Arrowhead Center business plan.
- Michael Ellis met with some area high school teachers regarding our proposed efforts to offer Economics/Finance literacy training. Professor Matta continues to work with Ken Martin and others along with the College of Education on the same issue.
- Center for Public Utilities members Tom McGuckin and Larry Blank met with CPU Director Doug Gegax to finalize preparation for two new seminar/training sessions on water issues & telecommunications issues.
- Professor Dennis Clason of the Experimental Statistics group finished and forwarded the first draft of a survey requested by the Department of Human Services regarding health insurance in New Mexico.

FINANCE, Barry Smith – No Report

MANAGEMENT, Peter Dorfman

- Grace Ann Rosile (NMSU) and Alexis Downs (St. Louis University) will be co-chairs for the 2005 meeting of the Conference on Management and Organizational Inquiry, Philadelphia, Pa.
- David Boje and management doctoral students Yue Cai and Esther Thomas have co-authored a play for classroom use, titled “Regenerating McDonalds” presented at the OBTC conference, June 23-26 University of Redlands, California.
- It seems that several of the departments in the college are contemplating requiring students to achieve a minimum grade of "C" in their major (or minor). For instance, in BCS, there is a prerequisite of "C" or better in BCS 322 or consent of instructor to take BCS 455. Perhaps we can come to some overall college policy if all departments wish to hold to the “C” standard. Here is a proposal; it is modeled after Arts and Sciences. The catalogue will state: “Students must earn a grade of C or higher in each course that fulfills the college core requirements. This requirement also pertains to all courses in the college that are used to meet specific major course requirements.”

MARKETING, Jerry Hampton

- Pat Gavin and Jerry Hampton completed a second draft of the New Mexico State University Professional Golf Management Program Self-Study. This self-study will be submitted to the PGA of America in August 2004 before the PGA’s accreditation visit in October 2004.
- The Ph.D. students continue to prepare for their recruiting trip in August to the American Marketing Association Meetings. The job market for new hires looks very promising with over 150 positions advertised.

MBA, Wayne Headrick

- Wayne Headrick, Kevin Boberg and Tony Popp attended an MBA student presentation on “traffic calming” that was developed for the City of Las Cruces Traffic Engineering Department. Developed by three graduating MBA students, the presentation and accompanying document received high praise from the Assistant City Manager, the Director of Public Works and members of the Traffic Engineering Department.