February March 12, 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 March 12, 2004

Dr. Brook and I had a very nice meeting with our brothers and sisters in the business college at ENMU. Four of the six universities and most of the two year colleges were represented. Under the leadership of Danny Arnold and Kathy Brook, this group has settled most of the hash with respect to articulation of business courses. The exciting news is the group will now consider a common numbering system for all business courses. For example, principles of macro economics (Econ 251 at NMSU) might be numbered Econ 251 everywhere. Think of how much easier it will be for students if the 13 basic courses (BCS courses may be added) for which articulation agreements have been reached are now referenced the same way throughout the state. Eureka – we are talking customer service here!

In addition the common numbering scheme, the group agreed to consider a periodic review of course syllabi to assure we are transferring like products.

ADMINISTRATION

• Barry Smith and I met with Tim Vigil (one of our grads) and Otis Phillips, the leader of the Title and Abstract industry group, to discuss educational programs for the industry. They would like to copy some of the efforts in other states where Universities offer continued education courses and certificate programs for their employees. This just fits neatly into Barry's new Center for Insurance and Financial Services.
• Well, the cat is out of the bag. I will name Dr. Barry Smith the Mountain States Insurance Group Chair holder this week at a meeting of the Independent Agents of New Mexico. Congratulations Barry! Well deserved!
• Several of our colleagues met and entertained Martin Cabrera of Chicago during his visit to the campus. Martin is the fellow who donated $20,000 to the Stock Market game so that more students could participate. He was hooked on finance as a youngster when he discovered the Stock Market game. He will join our Entrepreneurship Center as an advisor. Kudos to Dorothy Hughes and Sylvia Acosta for Dorothy's great job with the Stock Market game and to Sylvia Acosta for bringing Martin to the campus and setting up his itinerary.
• Jim Manatt invited several, including the remainder of the Board of Regents, to a meeting with representatives of General Dynamics regarding the future of the Arrowhead Research Park. See Kevin’s note on our commitment to develop a business plan for the Park.
• Thanks to Delta Sigma Pi for feeding the faculty breakfast. I was very impressed with these fine students. I just know I am in the right business when I see the quality of our student body.
• Kathy Brook and I met with Brad Bankhead, the new enrollment manager for NMSU. I volunteered the College for any early on experiments he wants to do to increase enrollment.
• Trevor Loy of Flywheel Ventures (venture capital firm) drifted by to chat about helping us with our Entrepreneurship Center. He worked with the one at Stanford and has friends on the Kaufman Foundation, the group that funds such Centers.
• This week Kathy Brook attended the Associate Deans Academic Council. Included in the meeting was a presentation on the implementation of the SCT Banner system. Banner will integrate the human resources, purchasing and student records systems. Apparently the colleges will be heavily involved in training in April and May but I don’t yet know who will be
affected. There was also discussion of how to better use our resources to recruit community college transfer students, perhaps by cross training advisors so that when they visit community colleges they could assist students interested in other colleges.

- Kathy Brook also attended the monthly distance ed directors meeting where we were told that we probably will not know anything about the availability of growth funds for distance ed until after the next Regents meeting. Starting in the summer, distance ed courses will appear in the course schedule with section numbers between 70 and 79. These courses will be listed in the web version of the summer and fall schedules no later than March 28 when registration begins.
- The College held a training session on the new degree audit system for department heads and secretaries and for the advisors in accounting. Accounting is the first major to be operational under the system which is called STAR (Student Academic Requirements). We expect to have all of the majors fully implemented and available to all advisors and students by the end of the year.
- Arrowhead Center successfully passed the NMSU Board of Regents (BOR). The BOR approved four resolutions:
  - NMSU Technology Transfer, Inc. immediately will begin doing business as the Arrowhead Center.
  - An interim Board of Directors—comprised of Interim President/Provost Flores, Dean Carruthers, and VP Business McDonough—was appointed.
  - The Arrowhead Center was authorized to immediately sign contracts for work.
  - The Interim Board of Directors was directed to report back to the NMSU BOR with amendments to the bylaws, requisite Memoranda of Understanding, and other documents at their May 2004 meeting in order to fully implement the Arrowhead Center.
- Along with private sector interests from New Mexico, Assoc. Dean of Business Research and Development, Dr. Kevin Boberg, briefed staff members of NM’s federal delegation (Bingaman, Domenici, Wilson, Pearce) about and asked for appropriation supporting technology commercialization opportunities arising from NASA research. If made, the appropriation would provide numerous research opportunities for NMSU faculty, support up to one-dozen graduate students, and generate nearly 70 jobs or more in NM during the next three years.
- In collaboration with Dean Carruthers and Kathy Hansen (PSL), Dr. Boberg drafted a proposal to develop a business plan for NMSU’s Research Park—including the Arrowhead Research Park, the Genesis Center, and the land holding of PSI—presented to the NMSU BOR. The proposal was accepted and the effort will fund (salary plus fringes) five faculty for one month each during the upcoming summer session, one 0.5 FTE graduate research assistant during the summer, plus related project expenses.
- Dr. Boberg met with Tom Stephenson and Trevor Loy, representing two venture capital firms interested in doing business with the Arrowhead Center. Among other topics discussed, both enthusiastically accepted notion of working with faculty during their sabbaticals and seemed willing to consider supporting Innoventure, a business plan competition amongst student teams (middle school, high school, and college divisions), sponsored through and by the Entrepreneurship Center and the Arrowhead Center.
- At the request of Mike Orshan (Director, Office of Science and Technology, NM Economic Development Department), coordinated and compiled materials from the Southwest Technology Development Institute, Department of Physics, Physical Science Laboratories, and Arrowhead Center to be presented to the world’s leading photovoltaic company (measured by R&D expenditures and sales), which is considering locating a facility in New Mexico. Special credit and acknowledgement to Andy Rosenthal (SWTDI), Seamus Curran (Physics), and Kathy Hansen (PSL); even more so, the extraordinary efforts of Felipe, Danny and Elysa, all student research assistants in the employ of the Arrowhead Center/Bureau of Business Research and Services.
- Students, both employed by the Arrowhead Center/Bureau of Business Research and Services and, or enrolled in BA 502, continued to work with nearly twelve clients companies and communities.
- Sylvia Acosta, Director of Development and Public Relations, noted that the Martin Cabrera visit went very well. Mr. Cabrera agreed to serve on the college Entrepreneurship Board. He also
agreed to continue to fund the Stock Market Game to ensure its ongoing success. The Sun News covered the Martin Cabrera visit. We sent him a copy of the article. Ms. Acosta had lots of help from Dorothy Hughes, Ken Martin, Jozi DeLeon, Laura Spencer, Rebecca Dukes, Jill Grammer, Cheri Coffelt and Barry Smith. This was truly a team effort and she appreciated all of their assistance.

- The Department Heads have submitted their department case statements to Ms. Acosta who is working on developing the college case statement, which is due to Rebecca Dukes at the end of March.
- Floyd Correa is set to visit NMSU on March 19. He will be visiting with several individuals on campus including Joe Graham the head of IDR and Donny, the president of the Native American Business Students Association. Jill Grammer will be visiting with him regarding the Native American Cultural Center.
- Ms. Acosta submitted the names of at least 30 prospects and donors to the Foundation for an invitation for those individuals to attend private receptions with the candidates for President.
- Ms. Acosta has set up a meeting for Dean Carruthers to visit with Gary Hedrick from El Paso Electric Company to make a gift to CBAE. Rebecca Dukes and the Dean will attend this meeting on April 8, 2004 in El Paso.

ACCOUNTING AND BUSINESS COMPUTER SYSTEMS

- Bill Foster has assembled a team of students to compete in the Association of Latino Professionals in Finance and Accounting (ALPFA)/KPMG Regional Case Competition, which will be held in Houston on March 25 and 26. Team members include Sandy Lawson, Jennifer Adkinson, Angelica Carrazzo, Sarah Clifford, and Melissa Crausby. Anthony Turrietta, KPMG El Paso, is the team’s professional advisor. Other teams will be from St. Thomas University-Texas, University of Texas-Pan American, University of Texas-San Antonio, University of New Mexico, Colorado State University, and New Mexico Highlands University.
- The NMSU chapter of Beta Alpha Psi, the National Accounting Fraternity, co-hosted the southwest regional meeting, March 4 and 5, in San Antonio, with the University of Texas-San Antonio. More than 200 students attended, representing chapters from 30 accounting programs in the southwest region. Rusty Calk, the chapter advisor, accompanied our student delegation. Jason Harris, KPMG, Albuquerque, made a presentation to the Beta Alpha Psi chapter on March 11. Jason demonstrated the new software KPMG has developed to perform tests of internal control, in conformity with the requirements of the Sarbanes-Oxley Act.
- On the evening of March 4, five students from Beta Alpha Psi prepared tax returns as part of the IRS Volunteer Income Tax Assistance Program. They were kept quite busy due to a large turnout of taxpayers.

ECONOMICS/INTERNATIONAL BUSINESS

- Michael Ellis met with the representative of Midwestern State University regarding their study abroad program in London. The course they offer is an integrated business course worth 6 credits, taught intensively over a 10 week period in the summer. Midwestern is looking not only for students, but also faculty to be involved in the activity.
- This month Tony Popp served as guest editor of the New Mexico Business Outlook eNewsletter. He was responsible for articles extracted from the New Mexico First briefing book.
- Chris Erickson talked to high school students from Franklin High School who are to compete in Dallas later this month at the Federal Reserve sponsored “Fed Challenge Contest.” His job was to provide them with insights as to what to expect in the contest.
- Michael Ellis, Dean Brook, Kathy Crawford and Leigh Murray met again concerning the University Statistics Center financial accounts. Our demystifying mission is a work in progress.

FINANCE

- On Monday, Martin Cabrera of Cabrera Capital Markets was a guest speaker in FIN435 – Investment Analysis. He discussed his background and his business and answered questions from students. Ken Martin currently teaches the course. He also spoke at Barry Smith’s FIN 322 course – Principles of Insurance.
MANAGEMENT

- Janice Black met on campus with students from Mayfield High School’s honors program and discussed with them the opportunities in the College of Business. She showed the students and their counselor, Bertha Cantu, around the College and handed out packets prepared by Dr. Brook’s staff.
- Lei Wang (current Ph.D. candidate in Management), Janice Black (faculty) and Kim Hinrichs (former Management Ph. D. student now Dr. Hinrichs) have had their paper, “The Effect of Environment, Learning, and Values on Strategic Decision-Making: A Case Study of an American Healthcare Clinic” accepted for publication in the inaugural issue of IBAT Journal of Management.
- Jim Bishop presented a paper at the southwest Decision sciences Institute conference in Orlando. Title of the paper was “Does the Organizational Commitment Questionnaire (OCQ) and Affective Commitment scale (ACS) Measure the same thing?”

MARKETING

- Dr. Hyman completed a review of a prospectus for a marketing research text by McGraw-Hill/Irwin.
- The Marketing Department Faculty members approved a new option in the marketing major – Sports Marketing. It is a major initiative by the department to recruit more marketing majors. The new option will begin in January 2005.
- The PGM Program held a PGA Rules of Golf Seminar during the weekend. A Golf Club Repair Seminar is planned for this weekend. In addition, the PGM Student Association will conduct their “Klubs for Kids” day this Saturday from 10:00am – 3:00pm. This clinic is free to all local kids.
- Dr. Peterson and Jeremy Sierra published an article, “Twenty Three Faces of Marketing,” in the Katmandu University Journal.
- Dr. Huhmann submitted a paper, “Consumer Processing of Rhetorical Figures in Print Ads: The Moderating Role of Need for Cognition,” to the Association for Consumer Research for a special topics session.

MBA

- During the week of March 1-5, Dr. Headrick, Director, attended the Federation of Business Disciplines conference in Orlando, Florida. While the weather and the location were both excellent, his duties as Secretary/Treasurer of the 10 subordinate organizations, 1000+ member Federation kept him busy enough that he had little time to enjoy either.
- After a final meeting of the combined CBAE and AEAB Graduate Committees and a meeting of the full AEAB faculty, final inputs were provided to Dr. Headrick. After incorporating those inputs into both the proposal and the MOU, he forwarded both documents to members of both the CBAE and the AEAB Graduate Committees and to the Specialization sub-committee of the Graduate Council for their review. He has also started working with Dean Brook to determine the best method for presenting the proposal to the CBAE faculty for approval – and approval that must be gained before the proposal can be presented to the Graduate Council. Even so, he is still hopeful that the proposal can be included on the Graduate Council’s April agenda, and am working toward that goal by gathering up the requisite letters of support that must accompany the proposal when it is presented to the Graduate Council.
- As a member of the University General Education Course Certification Committee, Dr. Headrick attended the Committee’s first working meeting of the Spring 2004 term. Of particular interest to CBAE, they approved the re-certification of HON 385G – Consumers and the Law under the Viewing a Wider World category. Some of the other courses that were proposed for certification were not so lucky. In fact, one proposal brought up for discussion the issue of allowing “alternative” courses that have never been presented for certification to be counted at General Education courses – although he has been critical of this practice in past years, it appears that the Committee may take up the issue this year. Another proposal brought up some questions about Honors courses that have been certified under the Viewing a Wider World category, but were, because of low enrollment problems, being mixed with non-Honors, non-certified courses. It appears that the Committee will also address this issue this year.