March 7, 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 CBAE colleagues

Subject: Activities Report for March 5, 2004

ADMINISTRATION

- I have completed the interview process for both the candidates and the Finance/Business Law faculty with respect to the selection of the Department Head to replace Barry Smith on July 1, 2004. Faculty members were also asked to rank the candidates on a ballot. The selection of the Department Head will be announced during the week of March 8th, after I consult with the Associate Deans.
- Several of our Arrowhead Center principals met with Mark Lautman, David Ikard and others associated with the Arrowhead Research Park regarding the future of the Park. We have completed a proposal to develop a business plan for the Arrowhead Research Park this summer using faculty and students affiliated with the Arrowhead Center. I am working with Dr. Hills, Flores and Jim McDonough to finalize funding for the business plan development.
- Kathy Brook and I met with an old friend, Mary Henry, who served in my administration and is now the CEO of the Center for Entrepreneurship Center at UNM. Mary was very generous in steering us to some potential funding sources and is willing to make introductions.
- We met with Sandia Corporation folks once again on their Controlled Environment Project. Mike Ellis will serve as our point of contact as we struggle to see if there is funding for and an interest in participating in the project. Octavio Ramirez will represent College of Agriculture interest.
- Dean Bob Moulton, Ben Matta, and I met regarding possible collaborations with the College of Education. Ben is working on a number of notions on improving economic literacy at the mid school and high school levels. Moulton is also interested in using some of our graduate level courses to supplement some of his Masters and Doctoral programs.
- Thanks to all who helped arrange the Employees Service Awards event. It was well attended and loads of fun. And thanks to all of the great employees who stay with the College and make it a fine place to work and learn.
- This quarters Classified/Professional Staff luncheon featured Dean Peugh, a CBAE 1981 graduate now working with the Dale Carnegie Company. Dean gave an exceptional 1 hour course on customer service. I have received a number of very positive comments about the presentation and the potential value to our employees.
- I will be in California Thursday for a Center for Public Policy and Higher Education board meeting and then, this weekend, Kathy Brook and I will travel to a destination resort in Portales for an articulation meeting with all New Mexico business programs.
- Celina Talamantes, with other NMSU advisors, visited UNM-Gallup and San Juan College this week to meet with prospective transfer students. She expects that we will have eight transfer students from San Juan, some of whom may be in the distance ed program. In addition, there was a well attended College Night for high school students in Farmington.
• The newly constituted Budget, Bylaws and Policy Review Committee met this week to begin reviewing the budget in preparation for making recommendations to the dean. The focus of the meeting was on I&G accounts and the need for more transparency about the budget process. Kathy Brook was asked to write up a description of budget processes in the college and to be all inclusive about the funding sources.

• Kathy Brook met with department heads this week concerning the use of distance education funds for 2004-05. It was agreed that we would continue to offer distance ed courses in-load. Possible exceptions are MGT 344 (which is only offered for DE students) and ECON 456 (for which it may be necessary to hire a part time faculty member). We may also have to fund FIN 303G to be taught at the Carlsbad campus to accommodate a program in the College of Education. We have previously received some funding when this course was offered at Carlsbad and can draw on those funds to cover the expense.

• Kathy Brook met with a consultant to the architect’s office concerning the refurbishing of Guthrie 100. It is expected that the chairs and carpeting will be replaced during Summer II. Some of you have reported that you like the carpeting on the first floor of Guthrie (west side). The current plan is to use that carpeting in GU 100.

• Dr. Boberg along with Kathy Hansen, with input from Lynne Mijarez, drafted proposal for developing a business plan for the NMSU Research Park—including the Arrowhead Research Park, Genesis Center, Physical Science Institute—to be presented to the NMSU Board of Regents on 8 March 2004. If accepted, proposal would fund five faculty members for one month each during the summer, one graduate assistant, and ancillary expenses incurred in developing the business plan.

• Dr. Boberg met with six clients and, or student groups working with clients for Arrowhead Center projects.

• Dr. Boberg coordinated NMSU’s efforts to develop presentation materials for a major international corporation considering NM for an R&D facility. In response to request from NMEDD Office of Science and Technology, materials will focus on technology commercialization opportunities arising from and R&D collaboration possibilities for photovoltaic energy, including the Arrowhead Center, Physics (Seamus Curran), Southwest Technology Development Institute (Rudi Schoenmackers), and Physical Science Laboratory (Don Bix and Kathy Hansen).

• Dr. Boberg along with Dean Carruthers, met with representatives from the High Energy Laser Test Facility (HELSTF). There appear to be many opportunities for faculty internships, research collaboration, and integration of student teams from the CBAE and Arrowhead Center, for and with HELSTF. Opportunities may arise as early as this summer. Suggested follow up is to have HELSTF personnel brief the CEC.

• Dr. Boberg met with Acoma Game and Fish Enterprises, a wholly-owned tribal enterprise of the Acoma Pueblo. Agreed to assign student research team, through the Arrowhead Center, to develop a business plan for the enterprise during the summer. Project to be completed by and in coordination with faculty and students from the SIPI.

• Dr. Boberg along with Dean Kathy Brook and Kimberly Coffman, student research assistant, met with Joseph Martin (President, SIPI), Wilfred Beaupre (Chair, Business Studies, SIPI, Lester Tsosie (Manager, Technology Commercialization, SIPI), and Dorothy Wester (Faculty Member, Business Studies, SIPI). Discussed how best to finalize details of recently signed articulation agreement, joint funding possibilities, and coordination of SIPI’s technology commercialization efforts with the Arrowhead Center.

• Dr. Boberg along with Dean Carruthers, and Drs. Ellis, Peach, and Ramirez (Chair, Agricultural Economics) met with representatives from Sandia National Laboratories to scope hydroponic agriculture project. Most immediately, identified need to conduct literature search and environmental analysis during the upcoming summer. This first step would directly employ one and perhaps two graduate assistants throughout the summer and perhaps one faculty member.
ECONOMICS/INTERNATIONAL BUSINESS

- Chris Erickson, Jim Peach, and Carla Cruz (a graduate student) attended a Border+20 modeling conference held on the campus of Arizona State University in Tempe on February 27 and 28. The Border + 20 project is a EPA/SCERP funded effort to model the environmental consequences of growth and change in twin city pairs along the US-Mexico border. All three were active participants in the conference.
- Jim Peach and John Waelti (former Department Head in Ag Econ) had their editorial "A Baker's Dozen Obstacles to Economic Growth" published in the Madison Wisconsin Capital Times newspaper.
- Jim Peach was informed last week that he had been elected to serve as President-Elect of the Western Social Sciences Association (WSSA). The WSSA meets in Salt Lake City this year and Peach assumes his duties at the end of that meeting. The WSSA will meet in Albuquerque, NM in April 2005. More information about the WSSA can be found at: http://wssa.asu.edu/

ACCOUNTING & BUSINESS COMPUTER SYSTEMS

- Wayne Headrick, Jennifer Kreie, and Kerry Alt attended the Federation of Business Disciplines (FBD) Annual Meetings, in Orlando, this week. Wayne and Kerry handled the registrations (Wayne is the organization’s current Treasurer). Jennifer attended officers’ meetings for the Southwestern Decision Sciences Institute (SWDSI), one of the many groups meeting under the FBD umbrella. Jennifer is Secretary of the SWDSI for this year.

FINANCE

- Nancy Oretskin has been invited to participate in a NAFTA debate at Dickinson College in Carlisle, PA, on March 9. The topic will be “NAFTA at Ten.”

MANAGEMENT

- David Boje and Grace Ann Rosile are co-organizers for the “Qualitative” track of the international conference, “Crossing Frontiers in Quantitative and Qualitative Research Methods,” co-sponsored by the Academy of Management Research Methods Division and ISEOR/Universite Jean Moulin Lyon 3, March 18-20 in Lyon, France. Grace Ann also will present a paper, “Ante-Narrative Analysis of Students’ Reactions to Cheating in Class.” David Boje will present a workshop on Narrative Research Methods and a paper “Strategic Narratives of McDonald’s.”
- Judy Weisinger was asked to serve on the President’s Commission on the Status of Women at NMSU, and is currently coordinating its subcommittee activities related to ensuring the usage of gender neutral language and assessing potential gender impact of various NMSU policies and procedures.
- Janice Black met with Darlene Armstrong and Sara Norris from the Las Cruces High School AES program to discuss encouraging honors students there to consider business as a major from early in their college careers.

MARKETING

- Dr. Kelly Tian submitted a paper, “Personal Possessions in the Workplace: The Influence of the Alternative Corporate Family,” to a special session of the Association for Consumer Research Conference.
- Jeremy Sierra, a marketing Ph.D. student, and Dr. Hyman submitted manuscripts to the Journal of Advertising and the 2004 Society for Marketing Advances conference.
- Mr. Pat Gavin and the PGM staff planned and conducted a memorial service for one of our beloved PGM students, Mr. Enrique “Henry” Gutierrez, this week who was lost to us in an automobile accident.