Innovation is today’s business byword. We all hope that our local business enterprises will devise exciting new technologies and products that will lead New Mexico to economic prosperity. However, we should not overlook the value of sound execution and basic good management in building successful enterprises.

Southwest Airlines does not fly faster or more efficient planes than their competitors. Their planes are not cheaper than other carriers. Southwest’s pay scales are similar to the rest of the industry, and their staff complement in the air is the same. They also do not have better airport facilities. What then is Southwest’s “secret sauce”? It is excellence in operations, in both strategy and tactics. The company flies only one kind of airplane, which greatly simplifies training and maintenance.

They gained a big edge on their competitors through hedging fuel prices. Southwest also manages to offer excellent service due to rigorous selection and training. They also have shown extraordinary sensitivity to the morale of their employees. Their decision to let “Bags Fly Free” was motivated not by the desire to gain an advertising advantage, although it did turn out to be effective. That decision originated from a desire to keep their baggage handlers from bearing the brunt of travelers’ ire and suffering smaller tips.

Innovations can jump start a company, but for long-term success, there is no substitute for consistently sound operational decisions and good execution.

Sincerely,

Thoughts from Dean Doug Brown

No better way for UNM Anderson students to answer this question than to test their entrepreneurial mettle and build critical business skills by taking part in the UNM Business Plan Competition. The competition kicks off on Thursday, September 19, 2013 at the Jackson Student Center, where entrepreneur-minded students can meet seasoned startup veterans, talk about the exciting journey of launching a business and learn about the competition opportunity. The competition will forever change a student’s view of business and, as successful teams report, it will literally change their life pathway.

Students from across all UNM schools and colleges have two competition options: the Technology Ventures Track or the Entrepreneurial Ventures Track. Founding Professor Dr. Sul Kassicieh, Distinguished Professor and Anderson’s Endowed Chair in Economic Development, launched the competition eight years ago and opened it to interdisciplinary student teams from all UNM schools. While the experience is student-focused, teams may also include UNM alumni (since 2007) and an experienced business partner from the community.

The Technology Ventures Track began in 2005 as the UNM Technology Business Plan Competition. It invites students to commercialize technological innovations from Sandia and Los Alamos National Laboratories, from STC.UNM, or their own sources. Teams will present their plans based on technological intellectual property (with the permission of the owner of said intellectual property) to a group of judges consisting of successful entrepreneurs, venture capitalists, technologists, and other business experts from accounting, law and management.

Students interested in starting non-IP ventures can enter the Entrepreneurial Ventures Track option, known previously as the Entrepreneurial Challenge, a generalist competition which Dr. Kassicieh added in 2005 as the UNM Technology Business Plan Competition. The Entrepreneurial Ventures Track option, known previously as the Entrepreneurial Challenge, a generalist competition which Dr. Kassicieh added in 2010. Teams present their business plans to a group of experienced business leaders who judge the viability of their concept, the validity of market analysis and financial predictions, and the management team’s ability to actually launch the business, among other criteria.

The competition, which will be held on April 11, 2014, is a full day of activity which runs from dawn until dark. Following a morning breakfast welcome for almost 100 judges and competitors, approximately fifteen teams begin the semifinal rounds on the morning of the competition, scattered in a number of classrooms at Anderson. These presentations are open for faculty, students, and the public to attend. The judges convene, select finalists, and during lunch the advancing teams are announced at the Jackson Student Center. Finalist teams present during the afternoon, and the winners are announced at an awards banquet that evening to complete an exhausting but exciting day.

Another dimension of the competition, a seminar series, brings top-notch business leaders to campus to share their extensive experience on essential topics such as understanding markets, making financial projections, and presenting a viable business plan. The seminars, held on several Fridays during fall and spring semesters, allow students to spend invaluable face time with these leaders.
The Twitter Connection

On May 11, 2013 the Anderson School of Management’s unique social experiment by encouraging students to use the social networking site “Twitter” to shift the traditional Spring Convocation from a one-way conversation to an interactive event.

Throughout the week leading up to the ceremony our own Dean, Faculty and Staff, led by Student Success Manager, Nicole Capehart, all engaged in an awareness campaign aimed at encouraging students to “tweet” using the hashtag “#asmgrad” to share their reactions and photos from the graduation ceremony. A buzz began to build. The awareness campaign in concert with signs placed around the auditorium and Associate Dean Rob DelCampos’s mention and encouragement at the outset of the ceremony created an interactive environment.

There were more than 200 unique “tweets” mentioning items as pedestrian as “It is really hot in Johnson Center” to profound like “Dean Doug Brown says Anderson will always be a part of you, and you will always be a part of Anderson.”

The twitter explosion was so impressive that #asmgrad actually “trended” (a term for items that are popular on twitter) for the week of May 9-12. In fact, #asmgrad was one of the top 10 tweeted about items in Albuquerque for the entire week!

By engaging the audience and students UNM Anderson not only created an interactive environment, it created one platform to build relationships with the most recent of our alumni in a new digital arena. In the week leading up to graduation, Anderson saw its twitter followers grow by almost 100, and new tweets about graduation and post-graduation plans continued for several days after the event. Some concerns ahead of the event focused on students becoming disengaged from the ceremony by using social media; however, UNM Anderson found the result was quite the opposite. Students actually paid closer attention to our speakers and their classmates walking across the stage to receive their hard earned degrees.

Anderson Facebook

The successful twitter campaign is just one part of the Anderson School’s active social media initiative. This past spring, UNM Anderson combined all of its department Facebook pages into one comprehensive page – creating a “one stop shop.” As Facebook evolved so did the Anderson pages. Before the merge the school had as many as five separate Facebook pages! Now, to find out what is going on at Anderson there is a single page that provides the latest news on Anderson events, job posting, internship opportunities, and student activities. One can like us at Facebook.com/UNMAnderson.

The Facebook page merge started on April 1. Students and community members were offered incentives such as Starbucks gift cards to ‘like’ the new page, and one by one, the old pages were shut down. Since the consolidation, the Facebook page has grown to more than 1,800 likes and has seen an increase in activity; more fans are engaging with the content and even posting some helpful content of their own.

Creating a robust Facebook page is only the first step, though. Over the course of the summer, incoming freshman were encouraged to like the page and share their freshman experience by posting on Facebook. Instagram, LinkedIn and Twitter. Capehart says building the Anderson brand on Facebook and encouraging freshman to use it right from the start of their college experience will help build a culture of connectedness at Anderson.

Anderson will also continue to build relationships on Facebook with current students, alumni, and with the community on Twitter. We encourage the Anderson community to connect with us at Facebook.com/UNMAnderson and Twitter.com/UNM_Anderson and join in the conversation!

UNM Business Plan Competition Seminars:

September 27, 2013: “Issues in Technology Commercialization” Peter Atherton, Senior Manager of Industry Partnerships, Sandia National Laboratories (ASM 1064, 9:30 – 11:30 a.m.)

October 18, 2013: “Lean Startups” Scot Moye, CEO, Evolve AES (ASM 1064, Friday 9:30 – 11:30 a.m.)

November 15, 2013: “The Challenge of Commercializing an Idea” Jim McNally, COO, Applied Technology Associates and former CEO, TruTouch (ASM 1064, Friday 9:30 – 11:30 a.m.)

January 31, 2014: “Financial Information for startups: why are the numbers important?” John W. Brown, CEO Silent Falcon (ASM 1064, Friday 9:30 – 11:30 a.m.)

February 14, 2014: “Presenting your plan”, John Freisinger, CEO, Technology Ventures Corporation (ASM 1064, Friday 9:30 – 11:30 a.m.)

Competition date: April 11, 2014
http://techbizplan.rmg.unm.edu
http://ec.mgmt.unm.edu

Business Plan Prep

Academic Credit Opportunity

Students can now earn academic credit while preparing for the UNM Business Plan Competition with the introduction of MGMT 594/490 starting this fall semester, 2013.

This “business plan practicum,” a Special Topics in Management offering entitled “Lean Startup and Business Model Generation,” will be available on Friday mornings from 9:30 a.m. to noon in Fall 2013 and Spring 2014 semesters.

Taught by Dr. Suf Kassiech, Distinguished Professor and Anderson's Endowed Chair in Economic Development, this class will take students to the forefront of startup planning and earn them three hours of academic credit as they get ready for the competition.

The goal, within the constraints of a classroom and a limited amount of time, is to create an entrepreneurial experience with all of the pressures and demands of the real world in an early stage start up. Students will be getting their hands dirty talking to customers, partners, competitors, as they encounter the chaos and uncertainty of how a startup actually works. They’ll work in teams, learning how to turn a great idea into a great company. Building on the game-changing work of Steve Blank and Bob Dorf, students have the opportunity to see the future of business startup planning.
The Anderson Advisement Office welcomed the fall 2013 freshman class on campus through UNM’s New Student Orientation program. The program includes information on academic programs including international exchange programs, student clubs, financial aid, career services, and academic advising. New Student Orientation provides Anderson advisors a unique opportunity to connect and build relationships with students prior to the start of the semester. The Advisement & Career Services Office is committed to ensuring students are successful in the classroom and beyond by partnering with students early in their academic journey. These efforts contribute to high graduation and employment rates.

Fall 2012 Anderson Graduation Rates
• 93.5% of fall 2012 confirmed BBA graduates completed their degree within 3 years of arriving at Anderson. Undergraduate students are typically admitted to the Anderson BBA program during their junior year of college.
• 100% of fall 2012 confirmed MACCT graduates completed their degree within 3 years of starting the program at Anderson.
• 88.5% of fall 2012 confirmed MBA graduates completed their degree within 3 years of starting the program at Anderson. This excludes EMBAbs and Post-Masters.

Education at Anderson
Anderson is well recognized for delivering first-rate graduate education in our accredited programs to those interested in extraordinary quality and affordable cost. Our programs are designed for students from a wide variety of backgrounds including the liberal arts, sciences, education, law, business and other fields. Anderson students are prepared to experience extensive interaction with other students and with the faculty because no class is larger than 60 students, most are 40 students or less.

To learn more about our programs, please visit: www.mgt.unm.edu or contact the Anderson Advisement Office at 505-277-3290 to schedule an appointment with an advisor.

Anderson Alumni
Anderson Alumni continue to lead the pack when it comes to connecting its graduates with students and programs at UNM. Lobo to Lobo Connection will keep our alumni involved and keep the Lobo nation strong. Here’s how you can get connected:

• Lobos hiring Lobos! If your business is hiring—why not hire Anderson alumni?
• Lobos connect by attending events. Join our social media pages and keep up with us through the Anderson Newsletter and web site.
• Lobos give of their time, talent and experience. Share your stories with current students, become a guest speaker for classes and/or student clubs, and volunteer at events.
• Lobos mentor students. Sign up for the Anderson Mentorship Program at www.mgt.unm.edu/mentor.
• Lobos keep learning. Take advantage of Anderson’s Career & Professional Development Programs, the Business to Business Breakfast speaker series, or have a faculty member come to your place of business to provide a lecture on specific topic areas.

A complete list of speakers and topics can be found on our web site: www.mgt.unm.edu/faculty/speakers.asp

Survey results are in!
Thank you to those who participated in the Anderson Alumni Survey. We had 637 completed surveys! View the results on the Anderson Alumni web site at www.mgt.unm.edu/alumni.

If you would like information on ways to get involved, please contact Roberta Ricci, Senior Alumni Relations Officer, at 505.277.6264 or abricci@mgt.unm.edu.
meets

In March, students from the Executive MBA (EMBA) Class of 2013, and their guests, visited China for their International Residency with faculty advisor Dr. Robert Luo.

International Residency is a ten-day experience designed to expose the EMBA students to both the culture and the economy of one or more foreign countries for the purpose of understanding the effects of a global economy on business in New Mexico.

The trip began in Beijing, where the group spent the first weekend visiting Tiananmen Square, the Forbidden City and the Great Wall. Many took advantage of an optional excursion to Xi’an to tour the Terra Cotta Warriors.

While in Beijing, the students, Dr. Luo, and EMBA program staff, visited two major employers: Microsoft China Ltd. and United Family Hospital.

The group met with Max Chen, Government Relations Director of Microsoft China. The students learned that Microsoft is diversifying; that the company is no longer just a Windows and Office company.

Mr. Alan Kahn, Vice President of Marketing and Communications at United Family Hospital UFFH, explained the challenges and successes of running a private hospital in a Communist-run country. As most hospitals in China are state-run, private hospitals are rare in China. Only the affluent can afford the cost of private care. According to Mr. Kahn, one of the key differentiators between public hospitals and UFFH is the amount of time it takes for a patient to see a doctor. Patients at UFFH can expect to be seen quickly. Patients at public hospitals often wait all day, only to be told to return tomorrow to meet with a doctor.

Following a flight to Chengdu, the group visited the Panda Research Center where they were treated to a visit with giant and red pandas at play (and at rest), while learning about the center’s efforts to ensure the preservation of the species. That evening, a number of the students enjoyed a performance at a local Opera House.

In Chengdu, Dr. Luo, the students and staff visited with the General Manager of the Dadu River Hydro Plant. They later toured the Camedio Shoes factory and spoke with the General Manager who is an EMBA student at Southwestern University of Finance and Economics, one of UNM’s primary partners for student exchange in China. Camedio Shoes manufactures shoes that are sold in the United States under the familiar names of Nine West and Coach.

By far, the highlight of the residency was the Business Forum that was held with several dozen entrepreneurs from Chengdu. The event, hosted by the Chengdu Financier Elite Club, was held at the Bund Brilliance, a prestigious residential development.

At the forum, three of the EMBA students were invited to speak about their industries and some of the challenges they face in their respective positions (interpreters assisted in the translation). Banking, government and construction were represented.

The members of the audience expressed the desire to host similar meetings with Anderson’s EMBA students and faculty in the future.

They were very interested in promoting an exchange of both information and best practices between our two economies.

The first company visit in Shanghai was to Baosteel. In 2012, Baosteel was ranked 197th on the Fortune Global 500. It was the ninth consecutive time that the company appeared on the list. After meeting with the General Manager, the group was treated to a factory visit, where they crossed the catwalk, high above the plant floor, watching molten iron become packed rolls of thin steel.

The final company visit was to the Jinqiao Group, a state-owned company, responsible for the construction and development of the Jinqiao Export Processing Zone (EPZ) which is located in the Pudong area of Shanghai. The EPZ is designed to be a manufacturing and high-tech industrial area, with an emphasis on automobile components, home appliances, bio-pharmaceuticals and food processing. Since its founding in 1990, the Jinqiao Group has started more than 900 projects and attracted billions of dollars in foreign investment.

For students and guests alike, visiting China was an opportunity of a lifetime. For the EMBA students, the trip was much more. One student wrote:

“The trip to China was life-changing. I learned more about global business in those 10 days than I could have learned from reading articles or watching global news.

I think every business executive should take a global business trip with Anderson in order to really see what business is all about. You truly have no idea until you experience it firsthand.”

The destinations for the residency are different every year. Most recently it was Brazil. EMBA students have also traveled to Eastern Europe, Ireland, and Argentina.

Visit emba.unm.edu to learn more.

Anderson EMBA Events

The Executive MBA Class of 2015 began their educational journey this past June. This new talented cohort consists of business leaders, entrepreneurs, engineers, and military personnel. UNM Anderson is extremely pleased and we all wish this cohort the best of luck!

UNM Anderson partnered with Skirt Strategies to host The First Annual Women’s Leadership Weekend Workshop this past May. The workshop provided highly influential local business women an opportunity to reflect, acknowledge and advance their personal leadership skills. By participating in strategic and team-building activities throughout the workshop, the participants felt a sense of focus, re-energy and pride of their personal accomplishments.

Look for Anderson’s Women’s Leadership Development Program offered this spring, the first certificate program in the state specifically tailored to address the unique challenges facing women business leaders.

Be the first to register for the Fall Career and Professional Development Programs. New programs include a Hispanic Leadership Development Program (endorsed by the Hispano Chamber of Commerce) and a Facilitating with Finesse Course.

UNM Tuition Remission is available for all Career and Professional Development Programs.

For more information about these and additional courses visit http://certificates.unm.edu.

Welcome

The Anderson School of Management is pleased to announce Audrey Arnold as the new Program Operations Director of the Executive Educational Programs. Audrey will oversee the operations of the EMBA and Career and Professional Development Programs, create innovative customized training programs, and build business relationships with domestic and International leaders.

We are excited and enthusiastic to have Audrey on our Anderson team.

Former Director Mickey Byrd is taking on responsibility for working with major companies and business associations to rebuild the flow of Executive MBA applicants.
Happenings @ Anderson

A Taste of Anderson 2013, Creative Kitchen: A Culinary Event

This year we are connecting Anderson’s Homecoming event with the Interdisciplinary Film & Digital Media Program led by Dr. Nick Flor. He will offer exciting ways to connect with New Mexico’s film industry.

If you are interested in video game development, digital film, animation, art, design, photography, or multimedia, the IFDM program has a Howllywood connection for you! Dr. Flor is an Associate Professor of Information Systems, Film, & Digital Media, and teaches courses on 3D multi-user virtual environment for entertainment, education & businesses, information systems, and digital marketing.

Come join Professor Flor for a tour and presentations on how digital media has transformed marketing for sustainable living in New Mexico and the entertainment industry!

UNM Anderson sponsored the Albuquerque Business First Forty Under 40 event on Friday, June 28 at Sandia Casino. Dean Brown was on hand to introduce and congratulate the winners. A majority of this year’s honorees have ties to the Anderson School of Management!

In May, UNM Anderson marketing students, Eric Gross, Diana Solis, Mariah Macias, RuthAnn Tibbetts, and Patrick Adams earned 1st place honors in the American Petroleum Institute Adventures in Energy Case Competition in San Francisco. “These competitions are great educational experiences for our students,” said Dean Doug Brown. “They enable our students to associate with others who are at the top of their game.”

This is the second time in three years UNM has impressed the judges at the American Petroleum Institute Competition. A UNM Anderson team was also awarded the top prize in 2011.

The Association of Certified Fraud Examiners (ACFE), the world’s largest anti-fraud organization and premier provider of anti-fraud training and education, named Professor Rich Brody 2012 Educator of the Year.

Dr. Brody began focusing on fraud education in 2001, and joined the faculty at UNM Anderson in 2006. He is a prolific author and an expert on fraud and is currently serving a two-year term on the ACFE Board of Regents.

UNM Anderson welcomed nearly 100 alumni and friends in Phoenix at a reception on Wednesday, May 29 welcoming UNM President Bob Frank and his wife Janet, along with UNM Head Men’s Football Coach, Bob Davie and his wife Joanne. The Anderson Alumni Network continues to grow and there are many more exciting events planned for 2013. (Pictured: Brad Preber, Karen Griffith, and Roberta Ricci meet with Anderson Alumni.)

UNM Anderson sponsored the Albuquerque Business First Forty Under 40 event on Friday, June 28 at Sandia Casino. Dean Brown was on hand to introduce and congratulate the winners. A majority of this year’s honorees have ties to the Anderson School of Management!

Lobos meeting Lobos

In May, UNM Anderson marketing students, Eric Gross, Diana Solis, Mariah Macias, RuthAnn Tibbetts, and Patrick Adams earned 1st place honors in the American Petroleum Institute Adventures in Energy Case Competition in San Francisco. “These competitions are great educational experiences for our students,” said Dean Doug Brown. “They enable our students to associate with others who are at the top of their game.”

This is the second time in three years UNM has impressed the judges at the American Petroleum Institute Competition. A UNM Anderson team was also awarded the top prize in 2011.

The Association of Certified Fraud Examiners (ACFE), the world's largest anti-fraud organization and premier provider of anti-fraud training and education, named Professor Rich Brody 2012 Educator of the Year.

Dr. Brody began focusing on fraud education in 2001, and joined the faculty at UNM Anderson in 2006. He is a prolific author and an expert on fraud and is currently serving a two-year term on the ACFE Board of Regents.

UNM Anderson welcomed nearly 100 alumni and friends in Phoenix at a reception on Wednesday, May 29 welcoming UNM President Bob Frank and his wife Janet, along with UNM Head Men’s Football Coach, Bob Davie and his wife Joanne. The Anderson Alumni Network continues to grow and there are many more exciting events planned for 2013. (Pictured: Brad Preber, Karen Griffith, and Roberta Ricci meet with Anderson Alumni.)

UNM Anderson sponsored the Albuquerque Business First Forty Under 40 event on Friday, June 28 at Sandia Casino. Dean Brown was on hand to introduce and congratulate the winners. A majority of this year’s honorees have ties to the Anderson School of Management!
The Provost appointed Dr. Steve Walsh as a Distinguished Professor. This distinction is in recognition of the many contributions Dr. Walsh has made to UNM and to his field and to the strong international reputation that he has developed. This is the highest faculty title the University bestows and is awarded only to its most prominent faculty members.

Congratulations to Kathryn Jacobson. Her paper entitled “Socio-emotional wealth and business risks in family controlled firms: Evidence from Spanish olive oil mills” won the Administrative Science Quarterly Scholarly Impact Award, a singular national award. ASQ is one of the top scholarly journals in the field of management.

Congratulations to Professor Doug Thomas who was promoted to the rank of full professor.

Dr. Manuel Montoya and Dr. David Cavazos received notice from the Provost’s office that they both successfully passed the T3 mid-tenure process. Great job!

Paul Krebs, UNM’s Vice-President of Athletics, discussed college athletics as an enterprise at the Anderson Business to Business Breakfast Series on Tuesday, July 9.

Mr. Krebs discussed the challenges of balancing a multi-million dollar athletic budget while dealing with rising travel costs, salaries and benefits, and school tuition. All but 10% of the UNM athletic budget is self-generated through tickets sales and Lobo Club Memberships.

The UNM Anderson Business to Business Breakfast Series is sponsored by George and Sibilla Boerigter and SoundOff Signal. The lecture series hosts business leaders from across the country to speak on topics of current interest and is offered at no cost.

A team from Dr. O.C. Ferrell’s graduate Marketing and Society class was the Grand Prize Winner of the National Association of State Boards of Accountancy (NASBA) Student Center for the Public Trust video competition. The video was entitled “If Companies Were People.”

The video award announcement can be seen on YouTube at: www.youtube.com/watch?v=d4CMMHsTu0g&feature=youtu.be

Ideas Worth Spreading

For the second consecutive year, UNM Anderson School of Management is the education partner for the TEDxABQ conference. The event is an ideal venue to stimulate conversation at our local level, and it only seems fitting that it will be hosted on the UNM campus at our own Popejoy Hall.

What is TEDxABQ?

For four years running, the TED.com licensed conference has showcased New Mexico’s biggest ideas and most inspiring thinkers to sold-out audiences. This year, the TEDxABQ event highlights 18 remarkable homegrown ideas from our state’s most passionate songwriters, attorneys, writers, farmers, scientists, artists, and doctors.

What is a TEDxABQ Salon?

TEDxABQ also creates ongoing events that keep the conversations going throughout the year. The salon is a more intimate event held monthly at the Albuquerque Museum of Art and History that explores one subject in more depth.

Join the conversation! Tickets, speakers, and information are available at TEDxABQ.com