GRADUATE STUDENTS EXPERIENCE WASHINGTON UP CLOSE

It is an experience that raises awareness and appreciation for government policy-making. It is the Washington Campus Program, a unique opportunity offered to MBA and EMBA students at the Anderson School of Management and only 15 other universities.

Other participating universities include Georgetown, Arizona State, University of California, Berkeley, University of Michigan, Purdue University and University of Texas at Austin.

The weekend program allows students to examine the intersection of business and the American public policy process. Guest lecturers include former members of Congress, senior White House and Congressional staff, members of the media and distinguished professors in academia.

“I only wish I could have availed myself of such an opportunity when I was a student,” said Anderson Dean Doug Brown. “As federal government policies and programs greatly affect business, it is essential that today’s students gain familiarity with the processes of government. It is also a matchless opportunity to interact with business students from other top business schools.”

“I have worked with hundreds of our students to attend the program and get academic credit for doing so,” said Jeannine Logsdon, faculty coordinator for the program. “I invariably get positive feedback from students about the quality of the speakers and value of the field trips to Congress and the Federal Reserve. This is a great way to learn about the impacts of public policy on business and how business and other interest groups influence public policy.”

Anderson graduate students highly recommend the program.

“I had my eyes opened to many issues facing legislators and American taxpayers, as well as learning information on how to advocate for a company (or an individual) at the national level, and also seeing how it is applicable to the state and local levels.” — Brittany Crail, President of AGBS

“Providing stock from Sandia Motorsports Park is a way to engage students in a meaningful project that should be appealing and exciting for business students with an upside of potentially enlarging the gift and a useful topic of discussion for their job interviews.”

In the end both schools will benefit financially. Wetherbe said a successful campaign could potentially double the stock value. Dean Brown likes the creative approach of Wetherbe’s donation.

“If there has been one common thread throughout this entire process, it is that students and alumni are the driving force behind all of these developments.” — Anderson Dean Doug Brown

Anderson ranked 19th on a list of the top 100 business schools in the Aspen Institute’s Beyond Grey Pinstripes survey for integrating social, environmental and ethical issues into MBA programs.

Anderson’s overall graduation counts are up from 2009… 18 percent in bachelor’s degrees and 38 percent in master’s degrees.

Anderson is proud of its 85 percent Native American graduation rate in its BBA program.
A LETTER FROM THE DEAN

Fall semester at Anderson has gone well. Fall graduation is up 16 percent from 2009 in bachelor’s degrees and 38 percent in master’s degrees. Enrollment in these programs continues to grow but at levels we can absorb.

Among bright spots in the academic programs are the encouraging results from O.C. and Linda Ferrell’s Daniels Fund Business Ethics Outreach to colleges throughout New Mexico; Ann Cunliffe’s national leadership in Qualitative Research; Rich Brody’s international reputation in fraud prevention; John Benavidez’s marketing team presenting their national prize-winning program to the FBI leadership; and Sul Kassicieh adding an Entrepreneurial Challenge for non-tech businesses.

Meanwhile, our wonderful staff makes things work at Anderson – Leslie Venzuela with this newsletter, Ernest Rodriguez-Naaz at 86 percent of annual fundraising goal at the halfway mark, Mary Cromer who runs the physical plant, Deborah Bower for always finding funding, Natalie Mead for arranging more than 100 events per year, Mickey Byrd giving excellent service to our EMBA cohort, Megan Conner for making great strides in Advisement as has Karin Kase in Career Services.

Thanks to our Anderson Foundation Board and Alumni Council for their support. The terms of our outstanding Associate Deans, Michelle Arthur and Doug Thomas are done, and we are deeply in their debt. Our recent full five year renewal on our AACSB accreditation is due to their efforts, among others. We welcome Dr. Ranjit Bose, a very popular faculty choice, as our new Associate Dean.

With great regret, we note the well-deserved impending retirement of Jeanne Logsdon, a national leader in business social responsibility. And we welcome back Howard Hickey after his heroic battle with cancer.

EXECUTIVE MBA STUDENTS ASSIST NEW MEXICO BUSINESSES

What do you get when you mix Marketing Professor Mary Margaret Rogers, 54 EMBA students and eight small-to-medium-sized businesses in a marketing management course? You get eight thoroughly researched and fully developed marketing plans.

Earlier this year, the EMBA students in Rogers’ course divided into teams, each with the specific goal of developing a marketing plan for a New Mexico client. The clients were selected mainly for their desire “to take the business to the next level.” Each had been successful in its own right, but lacked a formal marketing plan.

The teams worked closely with their clients to understand their client’s business. The students performed a full competitive analysis for the business, developed a new marketing strategy and plan, and presented their findings to the local businesses. Each project represented over 100 hours of free marketing consulting for each client.

The projects were designed not only to facilitate a real-life, in-depth study of marketing by the EMBA students, but also as a way for Anderson to give back to the business community and contribute to economic development in New Mexico.

EMBA students are themselves middle and senior level business professionals, as well as business owners and entrepreneurs. They bring vast amounts of experience with them to the project and an understanding of the challenges involved in growing a business in the current economic climate.

Rogers oversaw each project, providing extensive guidance and support.

“Students were able to experience the importance of developing viable marketing plans for actual clients rather than just performing a classroom exercise,” Rogers said.

To learn more about the Executive MBA program or to find out how to become a client, contact Mickey Byrd, EMBA program director, at byrd@mgt.unm.edu or (505)277-2525.

ANDERSON ACCREDITATION RENEWAL A SUCCESS

A team of highly qualified accreditors, including deans from Oregon State and the University of Oklahoma, visited Anderson last November for a comprehensive review of our BBA and MBA programs. The visit coincided with a review of the accounting program by accounting department chairs from Utah State and Kansas State.

On December 21, Anderson School’s accreditation in both programs was renewed by the National Association to Advance Collegiate Schools of Business (AACSB) Committee for five more years based on the recommendation of these visiting teams.

The visits were preceded by an extensive report compiled by the school examining all aspects of Anderson such as school accomplishments, graduation rates, faculty qualifications and faculty research. The teams also sent follow-up questions to be answered ahead of the visit.

During the three-day visit the accreditors met with students, staff, faculty members and the provost. Accreditation is a vital indicator of quality. The AACSB certifies only 20 percent of the nation’s business schools, and Anderson is one of only two in New Mexico. The accrediting team also had a number of recommendations for Anderson, including suggestions of processes to improve, as well as areas of excellence they believe we can build upon.

While everyone at the school gave of their time and effort a few people stand out for special mention. Désiré Markham, Ann Brooks, Craig White, and Doug Thomas led the effort from start to finish, supported strongly by Deborah Bower and the department chairs. Logistical support came from so many, but especially from Mary Cromer and Greg Guillard. Finally, the accreditation team mentioned in particular how impressed they were with the curriculum review process and the presentation by Leslie Oakes.

Anderson students study in Jackson Center
HOP ON BOARD THE ANDERSON EXPRESS
THE HALL OF FAME AWARDS BANQUET - MARCH 8, 2011

The Anderson School Foundation proudly celebrates the best and brightest of our alumni, faculty and community leaders who exemplify excellence in professional business management. Our New Mexico economy has been blessed with an abundance of business talent that propels our state forward to a bright, productive future. It is with pride and in recognition of these achievements that we announce our 2011 event theme – Anderson: New Mexico’s Economic Engine.

The Hall of Fame induction ceremony is Tuesday, March 8, 6 p.m. at Embassy Suites. Join us for dinner, the induction ceremony and a keynote address by nationally known speaker, John Wright, performance coach for corporate leaders and professional athletes and CEO of Wright Financial Group.

We are proud to announce these outstanding honorees:

• Doug Collister
  High Desert Investment Corporation

• Kathleen Davis
  Presbyterian Healthcare Systems

• Tim Turner
  WaveFront Sciences, Inc.

• Matthew Iruff
  ALTERA Inc.

• Leslie Hoffman
  ACCION

• Leslie Oakes, Ph.D.
  Anderson School of Management

• Stacy Sicco
  WESST

For tickets or for more information contact Natalie Mead at (505)277-6413 or nmead60@unm.edu.

ANNOUNCING THE UNM ENTREPRENEURIAL CHALLENGE AND UNM TECHNOLOGY BUSINESS PLAN COMPETITION

UNM students now have an additional entrepreneurial opportunity! On Friday, February 18, the Anderson School will hold the first annual UNM Entrepreneurial Challenge competition to support new businesses, which can be funded through conventional investment.

On Friday, April 8, the UNM Technology Business Plan Competition will feature student-run startups, available for funding from angel or venture capital investors.

Both competitions are open to all UNM students, giving young entrepreneurs the chance to showcase their talents and compete for thousands of dollars in prize money by defining markets, building financial projections, constructing a management team and addressing the risks inherent in their new business idea. Awards ceremonies are held in the evening following each competition. For more information, please visit http://ec.mgt.unm.edu/ and http://techbizplan.mgt.unm.edu/.

THE ANDERSON ALUMNI COUNCIL
Anderson Alumni Rendezvous at Las Campanas in Santa Fe

The Anderson Alumni Council (AAC) hosted a reception at The Club House at Las Campanas. More than 75 alumni and friends gathered to kick off the AAC in the Northern NM area. A special thank you goes out to Anderson alumni Belinda Padilla, Marc Wirkowksi, Maria Rudigio and to our hosts, Beth and Steve Moise, for making the event a huge success. A shout out to John Chavez (NM Angels) for agreeing to be master of ceremonies and for his financial support.

ATTENTION – Anderson Alumni in the Phoenix and Tucson Areas

The AAC will be heading to Phoenix and Tucson in early spring 2011. We need volunteers willing to help us host an event in the area. For more information, contact Laura Kelley at lkelly1@mgt.unm.edu or (505)277-6264.

Get Connected!

The Anderson Alumni Council welcomes all alumni to stay in touch at mgt.unm.edu/alumni and take advantage of our networking resources on Facebook and LinkedIn.
Page 1: Graduate Students Experience Washington Up Close

Page 2: Anderson Accreditation Renewal & Success

Page 3: Announcing the UNM Entrepreneurial Challenge and UNM Technology Business Plan Competition

Page 4: Ways to Give

WAYS TO GIVE

The UNM Anderson School of Management is doing incredible things—thanks to the generous support of alumni and friends like you. Every dollar contributed goes directly to fund scholarships, student programs and special initiatives at Anderson.

Gifts to the Anderson School of Management support student scholarships that help meet the financial needs of many deserving students, and fund programming that is important both to our students and the local community. Students often have to consider the stress of loans when deciding to pursue higher education; these scholarships may be the deciding factor for many of our students. Additional programs that depend on your gifts include:

- The prestigious Business-to-Business Breakfast Series
- Dean’s Excellence Fund for special initiatives
- General Scholarship Fund
- The UNM Technology Business Plan Competition and the new UNM Entrepreneurial Challenge
- Marketing Endowment Initiative
- Anderson Club Challenge – A Student Club Competition

HOW TO GIVE

To make a gift, please use the enclosed envelope or:
Send your check, made payable to the UNM Foundation, to:
The UNM Foundation
700 Lomas NE, Two Woodward Center
Albuquerque, NM 87102-2520
Make a safe and secure donation online with your credit card at www.unmfund.org or by email at ernaz@unmfund.org or ernaz@unm.edu.

Choose to invest your resources in shaping the future of Anderson. Together, through our support of the education of tomorrow’s leaders, we can make a lasting impact on the world.

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