Folk Art & Finance at the Santa Fe Folk Art Market

spring 2013

Heading East - Anderson Abroad

24th Annual Hall of Fame Awards Banquet
Mark your calendar for Thursday, March 7 for the 24th annual Hall of Fame Banquet. This year’s theme, *Night of Stars,* honors Anderson alumni past and present.

Meanwhile, back on the movie set at Anderson, our stars were hard at work. John Benavidez was selected by the UNM Alumni Association as “Educator of the Year.” O.C. Ferrell joined Sull Kassiech to become Anderson’s second Distinguished Professor. Sull will be working with me to create a new PhD program in Management of Technology. Robert Luo, Dante DiGregorio, and Doug Thomas are actively promoting initiatives to extend Anderson's reach internationally.

Professor Manuel Montoya has led the IBSG student club to travel to areas with indigenous populations and has helped them to create business opportunities. Manuel also received a letter of commendation from the Folk Art student club to travel to areas with indigenous cultures. This project has led the IBSG to extend Anderson's reach internationally.

Robert Luo, Dante DiGregorio, and Doug Thomas are actively promoting initiatives to extend Anderson's reach internationally.

Sarah Smith and Linda and O.C. Ferrell continue to blaze the trail toward better ethical practices in business, while Nick Flor leads our efforts to promote financial literacy. Natalie Mead, head of our Career Services, also led Anderson to the top spot in United Way participation. Megan Conner keeps the Advisement Center running like a top while Deborah Bower manages to keep up enough funds from me to keep us solvent.

Both Deborah and Leslie Venzuela know all about stars, as they are among our hardest workers and seldom leave the office until after the stars come out!

The Anderson School Newsletter: for the 24th annual Hall of Fame Banquet.

An EMBA Experience - In My Own Words

By Stanley L. “Buzz” Busboom

In the spring of 2005, after a 35 year career in the public sector, I made the decision to start my own consulting company and began to gather the information necessary to make that endeavor successful and profitable. I chose the Anderson School of Management's Executive Master of Business Administration (EMBA) program as the means to that end. I committed to the goal of earning a MBA and entered the program as a non-traditional student—namely, the oldest person in my class.

I was putting the knowledge learned from my classes and classmates to work in my business from day one. When I graduated in 2007, I knew I had the knowledge needed to reach my business goals. What I had perhaps underestimated was when I first made the decision to pursue the EMBA, was the value of the degree itself.

As I moved from consulting on contracts with values in the hundreds of thousands of dollars on to ventures in the hundreds of millions, I saw for myself the scrutiny given to the business and educational credentials of the bidding teams.

Having a MBA from a nationally recognized business school with AACSB accreditation is in fact a “big deal” and it was a positive discriminator in winning a number of our largest contracts. I recommend the Anderson EMBA program because it works in the business world. You get the practical knowledge you need and a return on investment that may exceed your expectations. That was my experience.

The Anderson School Newsletter: for the 24th annual Hall of Fame Banquet.

Thoughts from Dean Doug Brown

Dean Brown posing as our Super Hero for the Campus Decorating Contest.

The Second Annual Taste of Anderson celebrated its first scholarship recipients at the Albuquerque Country Club.

Newly retired Professors Laurie and John Schatzberg

UNM students have a unique and powerful opportunity to take their educational journey beyond the classroom, to discover the excitement of launching new technologies and services. The annual Technology Business Plan Competition and Entrepreneurial Challenge is the platform for this unprecedented learning experience, mentoring students as they turn innovative ideas into start-up firms to stimulate New Mexico's economy.

The Technology Business Plan Competition, founded in 2005 by Dr. Sui Kassiech, Distinguished Professor and Anderson's Endowed Chair in Economic Development, encourages student teams from all UNM schools to utilize the wealth of technological innovation that is developed in New Mexico's federal laboratories and universities. Student teams utilize technology from Sandia and Los Alamos National Laboratories, from STC, UNM, or their own source with which to create a new business venture.

The Entrepreneurial Challenge enters its third year and invites teams to create new small firms in businesses not involving IP.

A variety of seminars provide direction on writing business plans, analyzing markets, managing financials, and conducting operations of a new company. The seminars and the Experienced Partner Option (area experts who offer to serve as mentors or even venture partners to teams) allow students from diverse backgrounds to meet entrepreneurs, venture capitalists, scientists and engineers who have traveled the road of creating new ventures. The university-wide competition culminates this year on April 8, 2013, when teams present their plans to experienced venture capitalists and angel investors who will select the five winning proposals for both TBPC and EC, sharing a total of $50,000 in award monies for start-up funding.

INFO: http://techbizplan.mgt.unm.edu

http://ec.mgt.unm.edu

Cover: A member of the Yoruba Cultural Troupe of Nigeria’s musical group, Aguaku, plays one of the talking drums made by Alkeem Ayanwari, market artist at the Santa Fe International Folk Art Market.

Photo © Bob Smith. All rights reserved.
The Santa Fe International Folk Art Market (SFIFAM) is the largest international folk art market in the world. Every July, more than 150 select folk artists from over 50 countries travel to historic Santa Fe to participate in the two-day event. This year International Business Students Global (IBSG), a group of highly-motivated, honors-level students at the Anderson School and UNM, played an important role in the growth of the market.

The IBSG students, led by Anderson Professor Manuel Montoya, were selected by the SFIFAM, above several ivy-league schools, to develop a large-scale comprehensive study of the Folk Art Market. The “Poetics Program,” founded by honors philosophy student Sara Saba, is IBSG’s group that studies the value of handmade goods in the in the global marketplace. They examined the SFIFAM as a market channel and also evaluated the educational and professional development opportunities folk artists from around the world currently utilize through the SFIFAM.

IBSG’s paper, “An Institutional Analysis of the Santa Fe International Folk Art Market: Market, Polity, and Social Institution,” analyzed and summarized the results from a SFIFAM self-evaluation. It included comprehensive studies among its staff and folk artists about the efficacy of its work and the future of the SFIFAM as it expands its sphere of influence. Their conclusions received high praise from the SFIFAM who said the paper gave them “many new ideas and insights and helped confirm our own ideas about our place in supporting folk art and folk artists throughout the world.”

Another focus point of the IBSG project was to give folk artists knowledge on how they can expand their business opportunities outside of the SFIFAM. Anderson students helped to develop “how-to-guides” for the artists to identify folk art channels within the global marketplace and to describe how these channels work. The students also documented the process leading up to an advanced training session aimed at folk artists who are prepared to expand their business opportunities.

The SFIFAM had praise for the students working on the project saying they were respectful, creative, and enthusiastic.

“We see UNM as a partner in our work,” said Joni Parman, Interim Executive Director of the SFIFAM.

“We share Dr. Montoya’s commitment to giving voice to the power of handmade as an avenue for global economic development as well as cultural preservation.”

As a result, in November the SFIFAM recommended to the U.S. Department of State that Dr. Montoya be invited as one of their key partners to the launch of the Alliance for Artisan Enterprise in Washington D.C. IBSG’s comprehensive study has greatly assisted the SFIFAM in articulating the imminent possibilities for folk artists globally.

IBSG’s work has established them as a formal partner with the SFIFAM, which will provide many future student opportunities, and may also provide the basis for a more formalized Global Arts Management curriculum and related certification. The Poetics Program places in context philosophy and humanistic inquiry with international management studies.

“There are few places in the country, or even in the world, that connect international management with other disciplines the way the Poetics Project has achieved,” said Dr. Montoya. “IBSG is now a formal partner with the Market, and we join them in highlighting the deeply under-expressed role that the handmade plays in the future of the 21st century global economy.”

UNM Anderson School Dean Doug Brown says this program is unique to UNM Anderson.

In Recognition:

Carol Sallee
Anderson’s first female graduate

The Anderson School celebrated the accomplishments of Ms. Carol Sallee at a December 18 luncheon. Ms. Sallee is the first female to earn a graduate degree from UNM Anderson. She received her MBA from the business school (not yet named Anderson!) in 1951 and was a member of the first female cohort of four students to graduate with a BBA from UNM in 1944. Dean Doug Brown commended Carol for being a “pioneer woman” in higher education and presented her with a plaque that will be on display at the Anderson School.

During her time at UNM Carol was a member of the Alpha Delta Pi sorority and worked as a bookkeeper for New Mexico Educators Federal Credit Union. She went on to write a thesis outlining an early version of the higher education funding formula and worked in many positions at UNM including Associate Dean of Women, under her mentor, longtime Dean of Students Lena Cauve. On this special day Ms. Sallee, who is in her 90s, was joined by her sons Alvin, David, Stephen, Brian, and her grandson, Charles. Congratulations!

A Taste of Anderson – A Success!

The second annual Taste of Anderson culinary event to benefit the Rick and Debbie Johnson Marketing Center took place on Wednesday, October 17. The Albuquerque Country Club played host to fifteen of Albuquerque’s finest restaurants who offered up unique and innovative cuisine, wine, champagne, and newly unveiled dessert creations to the guests.

“A Taste of Anderson, Creative Kitchen: A Culinary Event honors Rick and Debbie Johnson, the power couple who started the Rick Johnson and Company agency in Albuquerque in the 70s and beat all the odds by making it one of the top firms in the Western United States. The marketing center at UNM Anderson was named after them in August 2011.

The first two Rick Johnson Scholars, Stacy Caldwell and Stephanie Fawver, were also in attendance. All the proceeds from the event support marketing students at UNM Anderson.
By the numbers
Anderson school is making an impression nationwide

#3

Hispanic Business Magazine ranked the UNM Anderson School of Management as the third best postgraduate school in the nation for Hispanic students. The #3 ranking is a jump for UNM Anderson from its 7th place ranking last year, and marks the fourth year in a row that the Anderson School has received a top ten ranking from the magazine.

Happenings

UNM Anderson was a proud sponsor of TEDxABQ at the Hispanic Cultural Center on September 8. Dean Doug Brown presented one of the video talks at the all-day event. In the past three years TEDxABQ has showcased 56 New Mexicans with amazing ideas in events that attracted more than 2,000 attendees and over 150,000 views online.

On September 18, New Mexico Governor Susana Martinez held a news conference in the Jackson Student Center to announce a new partnership between the NM Corrections Department and the Anderson Small Business Institute. SBI students worked with the state on a business model that would move the Corrections Industries Division toward self-sufficiency and lessen its dependency on taxpayer funds.

UNM Anderson continued its successful Business to Business Breakfast Series on January 22, Martin Kropelnicki, President and CEO of California Water Service Company discussed Fiscal Cliff or Fiscal Slope: a U.S. Government Conundrum. The next Business to Business Breakfast will take place on April 2, 2013 with Dr. Suzanne Bruyere, Director of the Employment and Disability Institute at Cornell University. RSVP at http://www.mgt.unm.edu/events/B2B.

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Doug Brown has been racking up quite a few frequent flyer miles as of late. Brown, Dean of the University of New Mexico’s Anderson School of Management, has visited China on two separate occasions recently hoping to establish some new connections with the East Asia giant. Along the way, Brown has learned plenty.

The first time Brown went to China to help escort Executive MBA students during their foreign residency.

“I think it’s really important that we give our students foreign exposure,” Brown said. “This year we went to China and visited Shanghai and Beijing. The trip included administrators, faculty and students. We toured everything from steel mills to software companies. We learned a lot about cultural differences and friendships. We had a great experience learning and bonding with everyone we met there.”

The second time Brown went with Xin “Robert” Luo, an Associate Professor of Management Information Systems and Information Assurance. Together, they visited five universities in Chengdu and Xian. The purpose was to explore strengthening relations with these schools and to promote more student and faculty exchange programs.

“As New Mexico is somewhat isolated from the global scene, it is important that we undertake programs that give our students enhanced exposure to people and practices from foreign lands.” said Brown. “The emphasis on China reflects our desire to focus our efforts on two regions, Latin America the other, which are likely to be the most important to our future.”

Together, Brown and Luo are targeting universities in Chengdu and Xian because the major universities in Hong Kong, Beijing and Shanghai are already affiliated with major American universities.

“Robert has developed a very impressive network of contacts within the Chengdu and Xian university communities,” said Brown. “For example, he has already arranged to lead a tour of 25 UNM students to those places next May.”

It should be noted that the ‘villages’ of Chengdu and Xian boast populations of 13 million and 8 million, respectively. Their reception could not have been more promising.

“Each university welcomed us with impressive hospitality, tours, dinners and involvement of top officials,” said Brown. “Clearly, they value American education and feel they have a great deal to learn from us with our mature markets and our entrepreneurial spirit.”

They came back extremely impressed with the schools in those villages. The schools are excellent in technical areas, but they may benefit from some U.S. perspective.

“We (the United States) are cradle of creativity,” said Brown. “No one comes close to us in innovation.

The arrangements discussed concerned mostly student exchanges, primarily in the undergraduate programs, but Brown said they would also welcome faculty visits, including short term teaching stints. In the coming months, they plan to follow up with the officials at each university and will be seeking opportunities to broaden the involvement to include other schools at UNM as well.

Connect with out-of-state alumni. Anderson co-hosted a Welcome Reception for President Bob Frank and his wife Janet, with the UNM Alumni Association and some of our top alums—Tom Daulton, Kim Karnett DuPree and Don Clampitt in the Dallas/Ft. Worth area. Over 70 alumni and friends joined us at the newly remodeled Dallas Country Club.

Welcome new grads! The Fall Convocation ceremony was held at Johnson Gym on Saturday, December 15th. Anderson welcomed 300 new graduates to the Alumni Association with the help of our keynote speaker, Senator Hank Brown, Chairman of the Board, Daniels Fund.

Coming to you this spring! We are thrilled to announce the re-design of the UNM Anderson Alumni website page, a mentorship program to connect alums with current students, and an Anderson alumni survey! We look forward to creating more ways to help you stay connected to your alma mater!

By Steve Carr, UNM Communication & Marketing

The 2013 Anderson School Hall of Fame Awards Banquet is set for March 7, 2013. Night of Stars will celebrate the induction of Mayor Richard J. Berry, City of Albuquerque, John W. Brown, Silent Falcon UAS Technologies, and Kimberly E. Peña, REDW LLC.

The 2013 Young Alumni Honorees include: Tim Nisly, COO, Rio Grande Community Development Corporation, Anthony I. Montoya, Jr., Chief Engineer, Albuquerque Bernallilo County Water Utility Authority, and Erik Baca, Finance Controller, Intel Corporation.

Leslie Boni, Anderson Associate Professor and Chair of the Department of Finance, International, Technology and Entrepreneurship (FITE) will receive the Community Leadership Award, and Technology Ventures Corporation (TVC) will be honored with the Distinguished Service Award.

The event celebrates the best and brightest UNM Anderson alumni, faculty and community leaders, and all funds raised at the dinner go to support student success at UNM Anderson.
Marketing Lecturer John D. Benavidez, received the Faculty Teaching Award, which recognizes outstanding teaching and service to students, from the UNM Alumni Association. John has been teaching at UNM since 1977 when he graduated with his MBA from UNM Anderson. In 2004, John was named UNM’s Outstanding Lecturer of the Year.

Dr. Joni Young, the KPMG Professor of Accounting, received the Outstanding Accounting Educator award from the New Mexico Society of Certified Public Accountants (NMSCPA). This is the second time in four years that Dr. Young has received the honor from the NMSCPA for her outstanding accomplishments in the classroom that enhance the reputation of the CPA profession.

Professors Laurie and John Schatzberg retired from UNM Anderson December 2012. John, who taught corporate finance, and Laurie, a professor of information systems, first met when Laurie started at UNM Anderson in August 1991. John started a year earlier in January 1990. In retirement the couple plans to hike, travel, play bridge and spend time with grandkids and senior family members.

Learn about the outstanding academic achievements at UNM Anderson School.

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