During my time as Dean at Anderson, my main role has been to stay out of the way of the faculty, staff, and students who accomplish so much. The last five years have seen nine student regional and national contests won by our students in such diverse fields as accounting, ethics, management information systems and marketing. Anderson has partnered with the FBI to create a Regional Computer Forensic Lab which provides valuable resources to law enforcement officers at all levels and invaluable training for our students. The FBI contributed $3 million towards this project, and the National Science Foundation has provided $1.8 million for student scholarships in the program. As to scholarships, our signature Annual Hall of Fame banquet now yields $70,000 of student benefit, up from $20,000 just five years ago. Our top achievement in fundraising, and largest cash gift ever received at UNM, was the McKinnon family’s $7.5 million gift, the majority of which $5 million went to support Anderson’s new building. That building now has a site designated, and planning is well underway, helped by a $721,000 legislative appropriation.

As to metrics, enrollment at Anderson has increased 27% over the last five years. I did not believe we could improve on Anderson’s 91% BBA graduation rate that was achieved before I got here. I was wrong – it is now 96%! Employment at the MBA level remains over 90%, and student internships have grown from 39 to over 200. In the meantime, Anderson has risen to the top five nationally in the ranking of Hispanic Business Magazine. On the international front, we have forged some very promising new relationships with Mexican and Chinese institutions.

Anderson’s faculty continue to amaze. Their research productivity has doubled to 84 peer-reviewed journal articles last year. Faculty initiatives have led to the creation of the Rick and Debbie Johnson Marketing Center and the Bill Daniels Ethics Initiative. Anderson’s Small Business Institute program of consulting to local businesses has grown to 60 student teams and was recognized as a top national program. Thanks to the initiative and generosity of the Parker Family, Anderson has taken on the Parker Center for Family Business while Executive and Professional Education Center (EPEC) at the UNM Anderson is the new home for the CFO Academy. The Technology Business Plan competition was increased to include non-tech companies and has spread throughout the university. Anderson achieved a full five-year re-accreditation from the AACSB with particular commendation for the Accounting Department.

Alumni support reached new heights with the formation of an Anderson Alumni Council. Alumni receptions were held in Connecticut, Dallas, Fort Worth, Phoenix, and Northern New Mexico. All the while, our competent, loyal and dedicated staff continue to make sure Anderson’s trains always run on time. I look forward to seeing Anderson reach new heights under the leadership of Craig White.

Thank you all for five of the best years of my life.

Sincerely,
Douglas M. Brown
Dean
Meet Dr. Craig White

Dr. Craig White will be Anderson’s Interim Dean effective July 1, 2014. Dr. White came to UNM Anderson in 1998 and is the current Chair of the Accounting Department and the Moss Adams Professor of Accounting. Provost Chaouki Abdallah made the announcement saying Dr. White’s primary focus will be preparing the school for a successful accreditation visit and permanent dean search in the upcoming year.

Dean Brown says Anderson is in good hands.

“Anderson is indeed fortunate that such a dedicated and effective leader as Craig White is willing to serve. I am confident that the school will reach new heights under his direction.”

“Dean Brown leaves the Anderson School in a strong position with a number of exciting initiatives in place,” said Interim Dean Craig White. “I am looking forward to working with Provost Abdallah and my colleagues at the Anderson School to build on these opportunities and prepare for AACSB accreditation process.”

Dr. White holds both a Ph.D. and Master of Science degree from Texas Tech University and a Bachelor of Business Administration from Texas A&M University. Prior to entering academia, he worked in the tax department of the Fort Worth, TX office of Price Waterhouse. He has twice been recognized as the New Mexico Society of CPAs Accounting Educator of the Year and is a prior recipient of the Anderson School of Management’s Community Leadership Award.

Congratulations to all!

Anderson Accomplishments

The Anderson School of Management is proud of the accomplishments by students and faculty in the academic year of 2013-2014

Anderson Alum and Professional Faculty member Leslie Hoffman received the Zia Award, given to New Mexico residents with a UNM degree who have distinguished themselves in categories such as philanthropic endeavor, public office, service to the University community and other volunteer activities.

Students Jerrick Morsey and TJ Seaman took first place in the UNM Open Data Mobile App Competition, an open competition to create a mobile application that uses EVENT data from UNM’s new Open Data Repository.

Accounting Professor Dr. Rich Brody received the 2013 Outstanding Accounting Educator Award from the New Mexico Society of Certified Public Accountants (NMSCPA).

Starlight FUNiture LLC graduate student team of Max Ebnother, Stacie Nowell, Peter Ray, Kevin Roybal, and Drew Wayner, won the National Championship in the Small Business Institute’s Case of the Year Competition in Las Vegas, Nevada. At the undergraduate level, the Speakeasy LLC team of Jennifer Walker, Christine Shields, Andres Perez, and Maximo Lopez won third prize.

Professor O.C. Ferrell received the Academy of Marketing Science, Marketing Educator Award at the AMS annual conference in Indianapolis in May 2014. This is the highest ranking award for marketing education in the Academy of Marketing Science.

Students Sydney Sivils and Frankie Gonzales are among five seniors throughout the University of New Mexico to receive the 2014 Lena Clause Award. The Clause Award is given to seniors who maintain at least a 3.0 cumulative grade point average and who make significant contributions to the campus and community.

Professor Linda Ferrell became President of the Academy of Marketing Science at the Academy of Marketing Science annual conference in May.

Professor Dimitri Kapelianski was appointed to the editorial review board of Industrial Marketing Management, IMM provides research geared to the needs of marketing scholars and practitioners in industrial and business-to-business markets.

The student group of Michelle Urban and Alexandria Haddad won first place in the Pitch Fiesta hosted by Startup New Mexico. Their company Ground State is a big data company that aims to overcome the challenges of transforming information into value for customers.

John Benavidez was named among the Top 100 Marketing Professors on Twitter according to Social Media Marketing Magazine.

Ashley Kay Manley, a student at the Anderson School of Management, recently won the Ritchie-Jennings Memorial Scholarship awarded by the Association of Certified Fraud Examiners (ACFE).

Professor Nick V. Flor was selected as one of only 500 developers chosen worldwide to participate in Microsoft’s expanded Kinect for Windows V2 developers program.

Paige Thompson, Jennifer Sanchez, Michaela Bezlikova, and Cara Ovis, all MGMT 498 students, recently won the Business Strategy Game global competition, a dynamic and complex simulation that tests student strategic management skills.

Dr. Robert Luo has been invited to serve on the review panel for the National Science Foundation’s Secure and Trustworthy Cyberspace Program.

Anderson students took second place honors at the Daniels Fund Ethics Consortium Case Competition. They are the only consortium team to finish in the top three over the past three years of the competition.

Anderson marketing students finished second in the API Challenge Your Energy IQ competition in San Francisco. They presented their research and findings to the API Communications Committee that includes representatives from the biggest names in the oil and gas industry.

Accounting students proved they are some of the best in the region after earning third place honors at the Beta Alpha Psi Deloitte Best Practices Competition. They competed against teams from 14 Rocky Mountain Region universities in the Strategic Planning Category.

Congratulations to all!
Parker Center for Family Business shares their business experience

The Anderson School of Management welcomes the Parker Center for Family Business. The center will open this fall as part of Anderson’s Small Business Institute and will offer family businesses education, guidance, and the opportunity to share their experiences with other family owned businesses.

The center was started through the generosity and planning of Linda and Jim Parker. Linda is chair of Anderson’s Foundation Board of Directors and the president and owner of Cafeteria Plan Company, a family operated financial services firm in Albuquerque. Jim is an attorney with Modrall Sperling Law Firm with more than 40 years of experience in federal taxation, estate planning, employee benefits, and business law.

The Parker Center for Family Business will host speakers and focus groups. Dean Doug Brown hopes it will inspire Anderson students to start their own businesses knowing that help will be available to them.

Giving is a way of life for Terri Giron-Gordon and her husband Gary Gordon. This dynamic couple met as students and could never have realized the impact the University of New Mexico would play in their lives. They both are currently active in many community and philanthropic organizations, but their volunteer focus is on UNM.

Gary was active in the Honors Program and focused on going to law school while Terri had her sights set on a career in business. As undergraduate students at the Anderson School of Management they got to know each other while working on a group project. It was the start of a successful partnership that has lasted 30 years.

Terri and Gary both worked their way through school with the help of scholarships and campus employment. They were resident advisors in separate dorms receiving room and board plus a stipend. Gary was a Presidential Scholarship recipient, and he says it taught him an important lesson about giving back.

“No once we were awarded the scholarship it was up to those of us who were current recipients to call the donors and ask them if they would fund the program for another year,” says Gary. “Their generosity allowed me to stay in school, and I knew one day I would pay it forward.”

Terri worked the summer months in the dorms to pay for school by hosting conferences and out of town opportunities include endowed scholarships, estate plans, and other Anderson initiatives. They recently sponsored the production of a recruitment video for the Anderson School of Law.

Terri and Gary also are consistent donors to other campus schools and initiatives. They got to know each other while working on a group project. It was the start of a successful partnership that has lasted 30 years.

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Terri worked the summer months in the dorms to pay for school by hosting conferences and out of town

About the donors
Terri is a current Anderson Foundation Board member and a Hall of Fame honoree. She also serves on the Board of Trustees for the Albuquerque Community Foundation. She is the founder and CEO of GenQuest, Inc., a business that provides professional services to government agencies, laboratories, non-profit organizations and small businesses. Terri is an experienced non-profit organizations and small government agencies, laboratories, that provides professional services to CEO of GenQuest, Inc., a business foundation. She is the founder and serves on the Board of Trustees a Hall of Fame honoree. She also foundation Board member and Terri is a current Anderson about the donors

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Terri worked the summer months in the dorms to pay for school by hosting conferences and out of town

If you would like to learn more about opportunities to support programs and students at the Anderson School of Management contact Emily Fox at efcox@unm.edu or 505.277.7114. Opportunities include endowed scholarships, estate plans, and other Anderson initiatives. Emily reminds everyone to save the date for A Taste of Anderson on Tuesday, September 9 at Hotel Albuquerque. Look for your invitation in the mail or go to mgt.unm.edu for details.
Hall of Fame

It was a night of stars at the 25th annual Anderson Hall of Fame event and fundraiser on March 13, 2014. The Lift Off theme featured New Mexico Spaceport Director Christine Anderson and astronaut Mike Mullane. Anderson’s alumni, faculty and community leaders shined bright as they were honored for their professional success, contributions to our community, and continuing education.

More than $70,000 was raised for the Hall of Fame Endowed Scholarship that awards fellowships and scholarships to deserving graduate and undergraduate students. “Thanks to our generous sponsors and guests, the Hall of Fame Scholarship Fund has become one of Anderson’s most important sources of student support,” said Dean Doug Brown.

Congratulations to the 2014 Hall of Fame inductees:
Ben L. Darwin, CliftonLarsonAllen LLP, Michael Kivitz, Adelante Development Center, Inc., Sheri Milone, Lovelace Women’s Hospital, Peter Sanchez, The Atrisco Companies, Young Alumni honoree Jesse Herron, ABO Trolley Co., Faculty Community Leadership honoree Sarah D. Smith, Anderson Lecturer in the Department of Organizational Studies, and Distinguished Service Award honoree George Boerigter of SoundOff Signal.

Career Services = Career Success

Career Services: Optional Connection or Strategic Advantage?

Students at UNM Anderson are beginning to view their Career Services Office as the strategic advantage that it is! While getting their degree, students are attending professional development workshops, gaining relevant work experience through internships, developing a professional network through connection events, and meeting with Kate Williams, Anderson’s energetic Career Development Facilitator, to define their brand and craft an effective resume.

The result? Anderson students are successfully competing nationwide for jobs and internships. They are being hired by small local businesses, national Fortune 500 companies, innovative startups and government agencies. Our undergraduate and graduate students have what it takes to land great jobs — they are competent, confident and ready to work hard to exceed expectations.

We’re enormously proud of every Anderson student. Please help us celebrate seven of many outstanding students who are on their way to professional success.

MATTHEW GARTON
Concentration: MBA, Management Information Systems
Graduation Date: May 2014
Headed to: Microsoft in Dallas, TX
Top Tip: Ask questions, Be polished, and Express confidence.

SHELBIE LUNA
Concentration: MBA, no concentration
Graduation Date: May 2014
Headed to: General Mills in Tampa, Florida
Top Tip: Work hard and stay humble!

WAYNE THORPE
Concentration: Operations and Marketing Management
Graduation Date: May 2015
Headed to: Verizon Wireless for a summer Operations Internship. After graduation, I plan to work in the US and then return to my previous employer, Sagicor Life in Jamaica.
Top Tip: Go hard or go home!

The Anderson Career Services team is committed to serving our dual constituents:

For Students:
We help students enhance the value of their business education through information, connections and opportunities. Contact Kate Williams at kwill07@unm.edu.

For Recruiters/Business Owners:
We help business owners and recruiters build a campus presence with the goal of identifying top talent for internships or jobs. Contact Natalie Mead at nmead60@unm.edu.

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BY NATALIE MEAD, CAREER SERVICES MANAGER

By Natalie Mead, Career Services Manager

For Recruiters/Business Owners:
We help business owners and recruiters build a campus presence with the goal of identifying top talent for internships or jobs. Contact Natalie Mead at nmead60@unm.edu.
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Donor spotlight
We Wish to Thank Our Donors
Gifts from June 2013 - March 2014

Moss Adams, LLP
Certified Public Accountants | Business Consultants
The Anderson School is pleased to announce a new partnership with Moss Adams LLP. Moss Adams, a major provider of audit and consulting services, has pledged to donate $50,000 over the next five years to UNM Anderson to support the growth of the Moss Adams Professorship of Professional Sales and to enhance student opportunities to Anderson School graduates and students.

“Of course, the financial commitment is most welcome, but of equal importance Doug Brown, Dean of the Anderson School, says the fact that these funds are donated will help ensure future students a quality educational experience, providing them a strong foundation as they embark on their accounting careers,” said Dr. Craig White, Interim Dean and Chair of the Accounting Department. “Moss Adams is a leader in providing career opportunities to Anderson School graduates and students. The Albuquerque office currently employs more than forty individuals and in 2011 it added four interns and an additional five permanent staff who will start after graduation in May.”

“Moss Adams is a leader in providing career opportunities to Anderson School graduates and students. The Albuquerque office currently employs more than forty individuals and in 2011 it added four interns and an additional five permanent staff who will start after graduation in May.”
The Executive and Professional Education Center may look like a new Anderson department, but the center has been working with the business community for over 20 years. The department, formerly known as the “Management Development Center,” has undergone some exciting new changes, including a renaming.

“We've made some exciting new changes to our programs in the last few years,” said Audrey Arnold, Director of Executive and Professional Education. “While we have always been a resource to the community, we didn’t think ‘Management Development Center’ really told the story of what we have to offer.”

The mission of the Executive and Professional Education Center is to build leaders. Executive education is designed to sharpen the skills of current professionals and facilitate the transition from managing tasks to leading people. With degree programs, certificate classes, networking events, and customizable training, the Executive and Professional Education Center (EPEC) gives professionals the ability to lead their businesses, organizations, and communities.

The Executive and Professional Education Center’s flagship offering is the Executive MBA Program. An Executive MBA (EMBA) is THE MBA for experienced executives and professionals who aspire to leadership positions. The Executive MBA focuses on developing personal leadership skills, applying business theories to real-life situations, and learning through group collaboration. The research of Anderson's top faculty members and the experiences of high-level classmates combine to create a unique learning environment.

Students in the Executive MBA Program come from diverse industries and utilize additional business training to forward their careers. Because EMBA students are steeped in professional experience, the EMBA Program utilizes shared learning experiences to help students hone current strengths and broaden managerial abilities.

EPEC also offers exam preparation programs for the graduate admission exams necessary for entry into the Executive MBA and other graduate programs. The Intensive Test Preparation Course is offered three times per year in conjunction with major graduate admission dates. The intensive course covers key test taking strategies and re-teaches some material to help students achieve the scores they need to get into the school of their choice. Potential students can also attend a Free 3-Hour Test Prep Workshop. These workshops are a great way for students to begin their test preparation and plan for future study. Both courses are available to the public and assist with entry into any graduate program that requires the GMAT or GRE.

Over the last year, the Executive and Professional Education Center has focused on broadening program offerings available for managers, business owners, and business leaders. This fall, EPEC will be offering six new Career and Professional Development Programs including strategy after spending, media production skills, arts management, and negotiations. These hands-on programs deliver interactive training for professionals to build their skills, improve their resumes, and network with other business leaders. EPEC also has experience helping businesses grow by partnering with industry experts to craft top-notch training and development programs. EPEC's connection to NM's business professionals provides a wealth of potential instructors who are focused on practical application rather than theoretical concepts.

UNM Anderson's Executive and Professional Education Center is also now the home of Albuquerque's CFO Academy. The CFO Academy is a series of networking and training events that provide continuing professional education to accounting and financial professionals. Events are focused on the finance industry, but are applicable to accountants, managers, and other business executives.

More than merely developing managerial skills, the Executive and Professional Education Center is focused on becoming the primary business education resource for Albuquerque's professionals. To reflect this renewed focus, EPEC is launching the “How Will You Lead?” campaign. Students and participants in EPEC's programs are tomorrow's leaders. Executive and Professional Education lets professionals create their own answers to the question, “How Will You Lead?”

Anderson welcomes

Emily Fox and Darrell Garcia

Emily Fox is the new Senior Development Officer at the Anderson School of Management. She was hired after an extensive national search and comes to UNM after spending the past 17 years at the Discovery Center of Springfield in Springfield, MO.

At UNM, Emily is responsible for identifying, cultivating, soliciting, and stewarding major gift donors and prospects for the Anderson School. Emily will also oversee activities with the Anderson Foundation Board, Anderson Alumni Council, and Anderson community events including the Hall of Fame, the school’s largest fundraiser that recognizes successful Anderson alumni.

Darrell Garcia is the new Senior Alumni Relations Officer and comes to UNM Anderson after spending the past six years at Cottonwood Classical Preparatory School in Albuquerque. Darrell received his MBA from Anderson in 2012 with a concentration in Policy and Planning. He also has an MA in elementary education from UNM and a BBA from Colorado State University. In his new role, Darrell will work to reunite Anderson graduates with the business school.

Emily can be reached at efox@unm.edu or 505.277.7114 and alums are encouraged to contact Darrell at dgarcia@unm.edu or 505.277.6264.
What’s Next?

2013 UNM Team Competes on a Global Stage

Batterade, a technology venture, was founded in 2013 by two UNM students, CEO M. Santiago Rojas Carbonell (MCHE, PSM-NSMS) and COO Joseph Doherty (MBA, MOT). After winning second in the 2013 UNM Business Plan Competition, they launched with start-up prize funding from the Anderson School and UNM’s Technology Ventures teams utilize technology from Sandia and Los Alamos National Laboratories, from STC.UNM, or their own source with option agreement with STC.UNM for the UNM technology...STC.UNM is the patent transfer office of the University of New Mexico. Batterade targets a critical problem of charging cellphones in gridless areas. A particularly significant area is Rwanda, where cellphones have become critical for survival. “Our product solves their problem in an economic and ecological way,” says Rojas Carbonell. Batterade CEO M. Santiago Rojas Carbonell and COO Joseph Doherty

The team is working on the production of an initial prototype to test in the Four Corners area of New Mexico, where similar climatic conditions exist and the access to the grid is limited. Batterade wants to establish business links with Rwanda, and is seeking contacts with this expertise.

The Anderson School and UNM salute Rojas Carbonell and Doherty on their passion and perseverance, and congratulate them for proudly representing their technology and UNM on a world stage!

Learn more about Batterade at http://alliance.rice.edu/uploadedFiles/RBPC/Compete/2014RBPC_PitchCompetition%203.pdf

The Technology

The Batterade technology, developed by fuel-cell expert Dr. Plamen Atanassov, Dr. Scott Sibbett, and co-inventors from the Department of Chemical & Nuclear Engineering and Center for Emerging Energy Technologies (CEET), is a new kind of paper-based bio-fuel cell that uses an enzyme-based catalyst to generate electricity out of sugar. Batterade, LLC, has signed an option agreement with STC.UNM for the UNM technology...STC.UNM is the patent transfer office of the University of New Mexico.

Many Competition teams have launched their business ideas while others have innovative technologies ready for commercialization. Read about UNM’s up and coming generation of entrepreneurs at the http://bizplan.unm.edu
How can students make the most of their education? What's waiting for them after graduation? What companies will be seeking specific talents and skills from Anderson MBA students? And how will students land their dream job? The answer is UNM Anderson’s 3/2 program.

The 3/2 program is specifically designed with student future success in mind. It allows students to complete both a bachelor’s degree in a non-business field and an MBA at UNM Anderson in 5 years. In the first 3 years, students pursue an undergraduate degree in a field other than business. In the last year of study, admitted students will take 6 courses of MBA graduate coursework that applies for both degrees. Not only will these courses provide a wonderful overview of what students gain in the MBA program, they also count as a business minor for an undergraduate degree! AND these courses count as undergraduate tuition which reduces the cost of the MBA program by close to $9,000 for in-state residents. Once students have completed six business courses and earned their bachelor's degree, all they need to do is send notification of their graduation to UNM Anderson and they will be fully admitted to the MBA program with no additional steps!

A business education provides wide exposure to real-world experiences and situations that prepare students to motivate teams, step into a management role, and develop professionally as a robust leader with tremendous potential in a variety of chosen fields. It's one of the most in-demand graduate degrees.

Students who are ready to take the next step to ignite their career by investing in an MBA degree to complement undergraduate work can contact Anderson Advisement at 505.277.3290 for detailed information and to start the application process.

Visit our website at: http://bba.mgt.unm.edu/coursework/3-2-program-info.asp and connect to your future success today.