UNM Anderson Marketing = Student Success

It’s May 2015 and the undergraduate students in John Benavidez’s marketing class find themselves in an enviable place. The team of David Baca, Alexandria Chavez, Morgan Kennedy, Kelvin Krupiak, Jacob McConkey, Ruben Macias, and Alexandria Chavez are in San Francisco waiting for the judges to announce the winner of the Energy and Jobs Tomorrow Case Challenge, a national student marketing competition sponsored by the American Petroleum Institute (API). When the results are announced UNM takes top honors after competing in the finals against students from Michigan State University and Aurora University. It’s another impressive win for the Anderson Marketing Program.

The first competition and the first win by Anderson marketing students came with the Cadillac National Case Study Competition in 2005. Benavidez works with Associate Professor Catherine Roster every semester, producing impressive results. They joined forces when Dr. Roster set up the survey for the Cadillac campaign and since then the two have developed an award-winning program that allows Anderson marketing students to shine while competing against teams from some of the top universities across the country. Benavidez says there is a method to their winning ways.

“Some schools do a good job on strategy, while others excel at research. We are strong in both here at Anderson and it makes us a better competitor.”

It is a formula that works. In the past ten years UNM Marketing has participated in 16 competitions, always placing and earning seven first place honors.

The program has been victorious in competitions sponsored by API, Credit Karma, and Subaru of America. The school has also created campaigns for the FBI, CIA, Honda, and the UNM Anderson MBA program.

“These competitions are a great educational experience for our students,” said Anderson Interim Dean Craig White. “They enable them to associate with others who are at the top of their game.”

Each competition has its own personality and the tactics have changed over the years.

“Marketing communication has changed significantly,” says Benavidez. “When we started ten years ago we would set up a booth on campus and hand out flyers. Social media, digital signage, posters, promotional videos, campus outreach, and public relations all played a prominent role in the school’s most recent winning campaign.”

Benavidez and Dr. Roster worked with Anderson professor Dr. Nick Flor to mentor the students throughout the semester long competition that was conducted as part of Benavidez and Flor’s senior-level digital marketing course.

Dress = Success

Business attire is a must for the students in Benavidez’s class.

“Students must have a dark suit that fits properly,” he says. “Men need a white or blue shirt and a professional tie. No bolos are allowed. Women can wear a pant suit or a skirt that hits at the knee and panty hose are required.”

Benavidez says students joke with him about the two page dress guide that’s included in his syllabus, but adds that it is another key to the success of his students.

“We are developing the next generation of marketing leaders, and it’s important for them to know how to dress in a professional setting.”

New Name

Just in time for its five year anniversary, the Rick and Debbie Johnson Marketing Center will now be called the Rick and Debbie Johnson Marketing Lab. The new name reflects the hands-on experiences available in this state-of-the-art facility that fosters learning valuable business skills like negotiation, persuasion, motivation and more.

The new name comes from the fact that out-of-the-box ideas and thoughts can be concocted in a ‘creative kitchen,’ wherein the creative staff can ‘cook’ strategies and ideas.

“This is an exciting way to recognize the five year anniversary of the generous donation made to the Anderson School by Debbie Johnson,” says Interim Dean Craig White.

In August 2010, the marketing center was established as a tribute to the passing of UNM alum and great community leader, Rick Johnson.
Welcome

Shawn Berman, Ph.D., is the Anderson School’s new Associate Dean. Dr. Berman, an Associate Professor of Business and Society, received his Bachelor of Arts degree in Mathematics from Occidental College, and his Ph.D. in Strategic Management from the University of Washington. Dr. Berman joined the faculty at Anderson in 2007.

“I’m looking forward to working with Dean White to further enhance Anderson’s already high standing as a premier institution for business education in the Southwestern region,” says Dr. Berman.

Dr. Berman is the Anderson Alumni Endowed Professor of Management in the Department of Organizational Studies and serves as a UNM Bill Daniels Business Ethics Fellow. He has won several awards for his teaching and recently served as Department of Organizational Studies and serves as a UNM Bill Daniels Business School’s new Associate Dean. Dr. Berman, Shawn Berman, Ph.D., is a Professor of Operations Management. He has chaired the IOG since 2012. He received his Ph.D., M.S., and B.S. in Information Assurance, and Operations from the University of New Mexico. CDAC reviews capital project proposals for a three-year phased plan and submits recommendations to the provost and the president. Dr. Berman is a UNM Anderson School of Management lead planner for the new Anderson buildings.

Joining Dr. Yourstone are three new chairs for the Department of Organizational Studies, Accounting, and Finance, International Technology, and Information Assurance.

Organizational Studies:
Michelle Arthur, Ph.D., is an Associate Professor of Labor and Industrial Relations. Dr. Arthur earned her B.A. in Economics at the University of Massachusetts, her M.A. in Economics at the University of Colorado at Boulder, and her Ph.D. in Economics at the University of Illinois. She joined the faculty of the Anderson School in 2012. She has held the ASM Alumni Endowed Professorship, the Albert and Mary Jane Black Professorship, the Regents’ Professorship of Management, and the Foundation Board Endowed Fellowship.

Accounting:
Leslie Oakes, Ph.D., accepted the appointment of former chair Clay White in 2014. An Associate Professor of Accounting, Dr. Oakes received her B.S. from the University of Colorado and her M.S. and Ph.D. from Colorado State University. She joined Anderson in 1998 and chairs the Accounting Department at the Anderson School. She joined Anderson in 1998. She is widely published in university-level research, accounting, and financial management journals. Dr. Oakes has been a presenter at various professional conferences and is a member of the Institute of Management Accountants, the American Accounting Association, the American Finance Association, and the National Economic Association. In 2006, Dr. Oakes was named Outstanding Professor of the Year by the New Mexico Chapter of the American Accounting Association.

Finance, International Technology, and Entrepreneurship:
Suleiman "Sul" Kassiech, Ph.D., is a Professor of Operations Research and Executive Chair in Economic Development. Dr. Kassiech received his B.S. in Management Science from the university of New Mexico, and his Ph.D. in Operations Research and International Business from the University of Iowa. He joined the Anderson School in 1981. He has held many professorships at Anderson including the Regents Professorship, the Albert Franklin Black Professorship in Accounting, the ASM Endowed Chair in Economic Development, and the Foundation Board Endowed Fellowship.

Marketing, Information Systems, Information Assurance, and Operations Management:
Steven A. Yourstone, Ph.D., is a Professor of Operations Management. He has chaired the IOG since 2012. He received his Ph.D., M.S., and B.S. in the Foster School of Business at the University of Washington. Dr. Yourstone joined the faculty at the Anderson School of Management in 1986. He chairs the Campus Development Advisory Committee (CDAC) for the University of New Mexico. CDAC reviews capital project proposals for a three-year phased plan and submits recommendations to the provost and the president. Dr. Yourstone is a UNM Anderson School of Management lead planner for the new Anderson buildings.

Joining Dr. Yourstone are three new chairs for the departments of Organizational Studies, Accounting, and Finance, International Technology, and Information Assurance.

UNM Anderson’s December 2014 commencement ceremony marked a milestone: nine dedicated students were the first candidates to receive their Master of Science in Information Systems and Assurance. Those students were followed by 14 additional graduates in May 2015.

In an increasingly cyber-connected world, information assurance is a must. If you’re buying a t-shirt on eBay, if you’ve ever verified your bank balance online, or if you’ve booked a flight to London, you rely on information assurance, probably without thinking about it twice. Beyond the consumer level, information assurance on a corporate level encompasses areas such as encryption, network security, fraud and forensic accounting, security policy and implementation, and a number of legal- and policy-related issues.

Following the events of 9/11, information assurance became a greater global concern. UNM was already a leader in cybersecurity-related research with activities in multiple departments within the Schools of Management and Engineering. In 2006, UNM established CIARE, the Center for Information Assurance Research and Education in collaboration with national laboratories and federal agencies. The FBI, CIA, NSA, US Attorney’s office, the Secret Service, as well as local law enforcement have all partnered with CIARE, engaging in cooperative research and internships. UNM National Laboratories and Los Alamos National Laboratories both offered research and internship opportunities as well, concentrating on cyber security research, intrusion detection, and incident response. Various industries also took part in the program, providing research and hands-on experience to students.

UNM addressed cybersecurity workforce needs through multiple Master’s degrees. Students could pursue a Master of Business Administration with a concentration in IA, after which graduates embark upon careers with national labs, defense agencies, federal law enforcement agencies, public accounting firms, and public or private corporations. Students could also pursue a Master of Accounting with a concentration in IA, where graduates principally work in fraud or forensic accounting, internal auditing, and public accounting. UNM also offered a Master of Computer Science degree as well as a Master’s in Electrical and Computer Engineering. But the rapidly shifting job market meant that specific knowledge of information assurance were expanding beyond the content and capabilities of those programs.

The length of Anderson’s MBA program, at 48 credit hours, as well as the imbalance between managerial and technical content, meant that few students with computer science or engineering Bachelor’s degrees enrolled. In addition, although Anderson School of Management enjoyed strong success placing graduates in both MBA concentrations, feedback from employers hiring information assurance graduates indicated that they tended to prefer candidates from an MS background rather than an MBA background for its greater technical depth and application of skills to complex academic assignments and projects with real-world scope. How was UNM Anderson able to meet this challenge?

Enter Dr. Stephen Burd, Ph.D., an associate professor of Management Information Systems who has been with the Anderson School at UNM since 1984. Dr. Burd saw an opportunity to attract additional students, better match employer needs, and fill the expanding IA market by creating a Master of Science in Information Systems and Assurance program. The new program would build upon UNM’s existing IA infrastructure and incorporate elements of the MBE program to enhance IA-related research and teaching capabilities. It would continue the long tradition of partnerships that existed between UNM, national labs, federal agencies, and other employers, both large and small, in New Mexico. It would create an infrastructure for student success, enabling faculty and students to tailor programs of study to individual student and interests, while drawing both in and out-of-state students. It would increase community engagement, not only with UNM students, but also with K-12 students and the larger business community by initiating new research and educational modules, presentations, training, and awareness programs. Finally, the new degree would integrate with related programs in computer science and electrical and computer engineering by providing a natural graduate pathway for CS and engineering undergraduates.

Dr. Burd and his advisory committee discovered that a very limited number of peer institutions offered an MS degree in information systems and assurance in a business school setting; thus, the proposed program would bring a unique set of specialized qualifications to students and interested employers. Additionally, the budget projections indicated that no new resources were needed to implement the program. Armed with this information, Dr. Burd developed a formal proposal and shepherded it through needed approvals at the Anderson School of Management, UNM, and state government. The process took approximately two years from start to finish.

The 23 students who received their degrees on December 13th and May 9th were only the first wave of the fan-reaching vision of Dr. Burd and other pioneering members of UNM Anderson, taking broad steps in the education and success of students at the University of New Mexico.
The Anderson School of Management, in partnership with UNM administration and external stakeholders, is making substantial progress on finalizing the planning, obtaining the remaining funding, and moving forward with the construction of a new building. Once completed, the new facility will provide a vibrant and welcoming learning environment for years to come.

The existing building has served the School well since its construction in the late 1960s. However, space requirements, technology, and other infrastructure needs of an AACSB accredited school have moved beyond the capabilities of the current facility. The new building will address small classroom spaces, inadequate space for team-based learning and collaborative projects, and a shortage of office and other space necessary to maintain faculty and grow enrollment. In short, the building is no longer competitive with those of other business schools, thus, affecting potential faculty and students’ decisions to locate or study in New Mexico.

The plan for a new building includes utilizing the location of the current building. Construction of the new structure will be done in phases. In the first phase, the facility will be a four-story classroom/lab/study building in New Mexico. The new building will be a priority for the Anderson School of Management.

In phases II and III of the new building project, a square-foot of advanced educational space. The funding for this project is from the McKinnon Family gift and projected University of New Mexico issued bond revenues. The cost for this building is $85 million.

The second phase will include the demolition of the existing building and the construction of a second four-story addition. Phase II is expected to be similar in size to the first phase. When all phases are completed, UNM Anderson will have flexible facilities that can be programmed to meet the needs of their students, and enrollments for decades to come. The timeframe for completion of the second phase will be dependent upon obtaining further private and public funding.

“New funding will allow the Anderson School to continue to attract outstanding faculty, staff, and students,” says Interim Dean Craig White. “These individuals are the key to ongoing success in our research and educational mission. We look forward to creating a building that will support all of our students and faculty.”

Naming opportunities are currently available for both construction phases. For more information contact Emily Fox, UNM Anderson’s Development Office. She can be reached at 1-877-494-2004, ext. 502.277.1144, or via email at efox@unm.edu.

Melissa earned her accounting degree in May of 1989 and passed the CPA exam that same month. She went on to work with Andersen with a specialty in corporate tax. Over the years Melissa has taken risks by seeing and seizing opportunities. During the advent of analytics-marketing and e-commerce she steered her career in that direction. She led electronic marketing at Supermarkets in the 1990s and continued her career as a marketing professional with H.E.B. Grocery Company in Texas and Wild Oats Natural Markets in Colorado. Melissa is currently Vice-President of Marketing for Grocery Outlet Inc., a fast-growing private equity-backed supermarket chain on the West Coast with 225 stores and $1.7 billion in sales.

Melissa’s college career was interrupted when she became a mom at a young age and wasn’t able to resume her education until her late twenties, when her son was 5 years old. She was a single parent, working as a bookkeeper and going to school. She said it was a hard time and she felt very alone. When she awarded a $600 scholarship, she says it made a significant difference in her life.

“It was only a small scholarship of $600, “said Melissa. “But emotionally it made me feel like someone else was on my side. Someone invested in me. I was not alone.” Her Shannon still lives in Albuquerque and is now 34 years old.

Melissa grew up in College Station, Texas, where both of her parents were college professors at Texas A&M University. Porter says she was raised in an environment where people just knew that they were responsible for helping each other. Noting that Texas A&M alumni are very active in financial support of their alma mater.

This year Melissa started an endowed scholarship in the name of her son, The Shannon Michael Porter Scholarship. The scholarship is aimed at helping single parents attending the Anderson School of Management. “I feel so bad about my decision to give back to UNM Anderson School of Management and to the single parent trying to improve their lives. I just wish I had waited so long to do it.”

"Contributing to the new building is just one way donors to UNM Anderson can support the school. Alum Melissa Porter chose to give back to Anderson in ways that were given to her."
The message directs you to approach life, the world, and everything of people who attend classes with you; they are your friends, your-minded men and women. Your cohort becomes more than just a group with top professionals from a wide variety of expertise. Anderson’s organizations value from our AACSB accredited program and network than simply those letters behind your name. Earn the degree that necessary MBA in today’s business environment. The Executive Masters in Business Administration (EMBA) is a master’s program specifically designed for working professionals that will give you much more than simply those letters behind your name. Earn the degree that organizations value from our AACSB accredited program and network with top professionals from a wide variety of expertise. Anderson’s EMBA program meets every other weekend, so it minimizes its impact on your job, while maximizing the opportunity to collaborate with like-minded men and women. Your cohort becomes more than just a group of people who attend classes with you; they are your friends, your cheerleaders, your mentors. They keep you energized and focused on the prize when things get tough. The enthusiastic EPEC staff pledges to do whatever we can to assist you. We will be there to assist you from the time you enter the program and far beyond the time they call your name and place that ball over your shoulders.

The Center is constantly looking for new ways to add value to the Anderson School of Management and the community at large. We see ourselves as catalysts for a better, more prosperous New Mexico. In that vein, EPEC in partnership with the Woodrow Wilson Foundation is launching a new master’s program this fall.

The MBA in Educational Leadership (MBA-ED) is a competitive master’s degree program that specifically targets educators. Through innovative programming, executive coaching, and with our legendary personal support and encouragement, we will be equipping a new generation of school administrators with the skills they need to catapult New Mexico education to new heights. Participants in the new master’s program are eligible for full tuition remission, graciously provided by the Woodrow Wilson Foundation. This is truly a bold opportunity to make a real difference in our educational landscape. It’s one more way in which the Anderson Executive and Professional Education Center motivates others to be bold.

THE NEW MBA-ED PROGRAM

UNM Anderson joins NMSU in offering MBA-ED

On June 4, 2015 UNM Anderson Interim Dean Craig White joined NMSU President Garrey Carruthers, NM Secretary of Education Hanna Skandera, NMSU Interim Associate Dean Steven Elias, and Arthur Levine, President, of the Woodrow Wilson Foundation to announce the new MBA-ED at UNM and New Mexico State University.

New Mexico joins Indiana and Wisconsin as the first states to offer the Woodrow Wilson MBA. The Woodrow Wilson Foundation will collaborate with the New Mexico schools to develop the MBA curriculum for the 15 to 18 month program. The first class of Fellows at UNM will be named later this summer through Anderson’s Executive and Professional Education Center.

*A Anderson has more than 30 years of experience in Executive Education and collaborates with our students as a mentor to build leaders,” says EPEC Director Audrey Arnold. “We believe this program will be extremely valuable to those who have the desire to lead 12 public schools and are looking for a first rate education in business and leadership.”

Funding for the Woodrow Wilson MBA’s New Mexico initiative was initially provided by a grant from the New Mexico Public Education Department, and recently the Daniels Fund awarded the program an additional $2.1 million grant to expand the number of individuals in the MBA Fellowship program in the state. Both UNM and NMSU are also part of a ten school consortium through the Daniels Fund Ethics Initiative that supports student leadership and principle-based ethical conduct in business. Applications to the WW MBA Fellowship in Education Leadership are available by nomination only. To learn more about the WW MBA in Education Leadership, visit http://wwed fellows.org/ww-ed-mba/new-mexico/.

Krista Savoca is the new Academic Program Support Manager of the new MBA in Education Leadership-MBA-ED. A collaboration between the Anderson School of Management, College of Education, the Woodrow Wilson Fellowship Foundation, this innovative new program will cultivate leaders to change the state of education in New Mexico. Krista holds a B.A. in History and Women’s Studies, an M.A. in Latin American Studies and an M.B.A from the University of New Mexico. An alumna of Anderson herself, she is thrilled to help establish the MBA-ED Program. Please feel free to contact her on how to become a part of the MBA-ED cohort and a Woodrow Wilson Fellow. Krista can be reached at k.savoca@unm.edu or 505.277.2067.

2015 Hall of Fame

The UNM Anderson School of Management Foundation Board celebrated and honored its 2015 Hall of Fame Inductees on Tuesday, April 7, 2015. This is the 26th year for the event that celebrates the best and brightest of our alumni, faculty, and community leaders. Hall of Fame candidates are selected for their professional success, contribution to community, and their ongoing commitment to continuing education. Funds raised at the dinner support The Hall of Fame Endowed Scholarship at the Anderson School of Management.

Interim Dean Dr. Craig White says the Anderson Hall of Fame event highlights the impact that UNM Anderson graduates have in the business community. “We are extremely proud to recognize the 2015 Hall of Fame honorees. Each demonstrates what is possible when using an Anderson education as a foundation to a career that benefits their family, business, and community.”

The theme of this year’s event was Imagine the Possibilities: Keynote speaker and Faculty Community Leadership Honoré award recipient Marilían Julian R. Montoya challenged all present to fully engage in global citizenship and the support and pursuit of academic excellence for the betterment of humankind.

Dr. Montoya is a professor of global structures, an interdisciplinary scholar of globalization and the factors that produce a global political economy.

Joining him as new Hall of Fame Inductees are Sam Baca, President, BACA & Redwine, CPA; Steven W. Keene, Managing Partner, Albuquerque, CPAs Office, Moss Adams LLP Carle Lazaro, President, Sparkle Maintenance, Inc., and Carol Sallee, BBA 1944/MBA 1951, the first female to earn a graduate degree from UNM Anderson.

Fabian Aragen, Sandia National Laboratories, Brandy Davis, a partner with SingerLewak, and John Kyner, President and CEO of Offsite were recognized as Young Alumni. The Distinguished Service Award went to Betty Carlson, a twelve year veteran Insurance Agent/Broker with Western Assurance, the largest locally owned insurance agency in New Mexico.

2015 Honorees

Dr. Manuel Julian R. Montoya

THANKS TO OUR SUPPORTERS

UNM Anderson’s tenth annual Business Plan Competition was a resounding success. Twenty teams competed this year: ten in the Technology Ventures Track and ten in the Entrepreneurial Ventures Track. More than $100,000 in prizes were awarded to winning teams. Over forty judges comprised of venture capitalists, angel investors, experienced entrepreneurs, and local business leaders participated, and more than 25 faculty and staff members assisted with the competition and awards banquet.

The competition encourages student teams from all UNM schools to utilize the wealth of technological innovations developed in New Mexico federal laboratories and universities. Technology Ventures 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. Entrepreneurial teams create new small firms in business not involving intellectual property.

Dr. Sul Kassicieh, founder and chair of the competition, said, “As the UNM Business Plan Competition celebrated its tenth anniversary this year, we want to express our gratitude to the business community of New Mexico. The supporters of the competition have donated over $1.5 million for this eco-system to thrive as well as many hours mentoring the teams, judging the competition, and providing follow-on advice to the businesses that get started as a result. To all of our supporters, we say ‘thanks.’”

Next year’s event is scheduled for April 8, 2016.

Save the Date! 2016 Hall of Fame March 3, 2016

Nominate an Anderson Alum. Contact Felicia Rodriguez at 505.277.1504 or feliciar@unm.edu

UNMBusinessPlanCompetition.com
First Place at the 2015 Daniels Fund Consortium Business Ethics Case Competition

In April, Anderson students won the 4th annual Daniels Fund Consortium Business Ethics Case Competition in Denver. The UNM Anderson team of Justin Fouts, Mercedes Pratt, Austin Tidwell, Lauren Wade, and Phillip Doorges was dedicated and professional in their win over nine other consortium schools. The UNM team was mentored by Anderson Professors Harry van Buren, Shawn Ramirez-Ferrall, and Linda Ferrall. Student teams from the University of Wyoming came in second and the University of Northern CO was awarded third place.

This is the fourth year of the Daniels Fund Consortium Case Competition and Anderson is the only school to finish in the top three all four years.

Upcoming Events

Thursday, October 1, 2015

5th Anniversary TASTE ANDERSON

Fundraiser for the Johnson Marketing Lab
Join expert culinary chefs from our community’s finest restaurants as they present an exceptional array of delicious and innovative gourmet treats and intriguing and delightful beverages.

5:30 p.m. - 8:00 p.m.
Hotel Albuquerque at Old Town

Friday, October 23, 2015

The Parker Center for Family Business
9th Annual Family Business Symposium

Contact UNM Anderson for more information at 505.277.1504

**Upcoming Events**

**Keynote Speakers:**
Ronnie Brown Hartley & Michael T. Hartley
8:30 a.m. - 5:00 p.m.
Sandia Resort & Casino

**Call for Proposals:**
The Parker Center for Family Business invites business scholars to submit papers for the 9th Family Business Symposium. For more information, please email UNM Anderson at anderson@unm.edu or visit our website at www.unm.edu/anderson/career.
Anderson welcomes new staff members

Lisa Beauchene is the newly appointed Student Recruitment Specialist of UNM Anderson. She began recruiting for the Lobos in 2008. “I am thrilled to continue representing UNM and be part of the Anderson family,” says Lisa. As the recruitment specialist, Lisa brings new ideas for expanding the network of Anderson students by sharing all the great aspects of the school including the award winning faculty and programs. She has a master’s degree in Physical Education with a concentration in Sport Administration from UNM.

John W. Simmons is the new addition to the Anderson Development Team where he serves as the liaison between Anderson Foundation Board Members and Anderson staff. He has a business degree from the University of North Texas and is an effective speaker and officer in Lobo Toastmasters.

Patricia Pembridge (Patti) is the Communication & Outreach Specialist at the Executive and Professional Education Center (EPEC). She is involved in events planning for EPEC, working with our Career and Professional Development instructors in coordinating course materials and contracts, and networking with the community. Patti brings over 30 years’ experience in planning, event management, project management, customer service, supply chain management and professional networking to EPEC.

Bruncha Milaszewski is the new Career and Professional Development Program Director at EPEC. She has a diversified professional with more than 26 years of experience as an educational administrator, corporate trainer, career management consultant, and workforce development program designer. Prior to arriving in New Mexico in 2015, Bruncha spent 11 years training and consulting across the Arabian Gulf States with a home base in Abu Dhabi, UAE.

Follow UNM Anderson on Facebook!

Learn about the outstanding academic achievements at UNM Anderson School.

Anderson School of Management

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