Anderson School of Management

Rick and Debbie Johnson Marketing Center
McKinnon Endowed Scholarship & Gift
IKEEP in Kenya, Africa
Anderson students, faculty, and staff have achieved so much – as highlighted throughout this newsletter. For us to accomplish our goals, though, we must harness our efforts to those goals, and we must periodically re-visit our goals to ensure that they continue to serve the needs of our students and the business community.

Our starting point was the recent commitment from Ian and Sonnet McKinnon for initial funding of a new building for Anderson. Planning for that building requires a clear understanding of our current curricular needs and our future direction. Under the leadership of Professors Leslie Oakes and Shawn Berman, a year-long Curriculum Review was conducted. Their efforts included a survey of students, employers, and community members, plus a study of best practices at other business schools.

The principal themes were the need to enrich the MBA curriculum and the need to reorganize the Faculty Committees and to provide linkage to Anderson’s leadership structure. The Curriculum Review team’s findings were presented and discussed at length at our day-long Faculty Retreat. Dante DiGregorio, Chair, and the Policy and Planning Committee, have taken charge of mapping out the factors and the processes that are involved in implementing change. These factors include examining Anderson’s practices in recruitment, testing, enrollment, and MBA core design and their impact on our resources. Careful attention must also be given to designing a successful transition to any significant changes.

Thoughts from Dean Doug Brown
The students greeted guests, gave tours of the new marketing center, and interacted with donors, giving them an inside view of the marketing program.

“It was a privilege to honor Rick and Debbie Johnson while sharing with guests the significance of supporting Anderson’s Marketing Center,” said student volunteer Katie DeLorenzo.

“This funding will ensure Anderson continues to provide students with unique and valuable experiences directly applicable to today’s business environment.”

More than 150 patrons attended the Taste of Anderson celebration, andraised more than $31,000. Proceeds from the benefit will help purchase new equipment and technology for the marketing students. The Marketing Center also receives support through an endowment established by Anderson Marketing and Ethics Professors Linda and O.C. Ferrell who remain committed to student and industry excellence.

The Anderson Marketing Program, which has a history of beating top-flight colleges and universities in national competitions, is looking to add to its many successes. In May, marketing students took top honors in Energy Tomorrow: America’s Challenge, a national marketing case study competition sponsored by the American Petroleum Institute (API) that included 27 teams from universities across the country. Professors John Benavidez and Dr. Catherine Roster mentored the students in Benavidez’s senior-level course in promotion management throughout the semester-long competition.

This fall, Benavidez’s students are looking to once again excel nationally by participating in the U.S. Public Health Service Commissioned Corps Recruiting Challenge and the Chevrolet Sonic Marketing Challenge. In recent years the program was victorious in competitions sponsored by Cadillac, Subaru of America and the National Highway Traffic Safety Administration (NHTSA).

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

The group of students involved in the NHTSA competition developed an integrated marketing communications plan aimed at increasing and maintaining proper seat belt use and car seating positions among Tweens (kids between the ages of 8-12). UNM was one of six universities selected to participate in the program and one of only two institutions to receive an award.

If you would like to contribute to the Rick and Debbie Johnson Marketing Center contact Ernest Rodriguez/Naa in the UNM Anderson Development Office aternaaz@unm.edu.

**Beta Alpha Psi Award Winners**

Accounting and MIS students proved they are among the best students in the nation by earning first place honors at the National Beta Alpha Psi Best Practices Competition in Denver.

The Anderson students competed against seven regional winning teams from across the country in the Innovation Category. Members of the UNM Beta Alpha Psi presenting group are James Reider, Leann Bell, Megan O’Laughlin, and Thomas Heisel. The Anderson chapter has won at the regional level in the past; however, this is the first win at the national competition.

“The team put in a large amount of time further developing the concept, putting together the presentation, and seeking input from the professional community. This preparation was evident in the result.” said Anderson Accounting Department Chair and faculty advisor Craig White. He says the win is a result of the students’ hard work.

**The Future of Energy**

Anderson students impact fuel industry awareness at national marketing competition.

The Oil and Gas Industry in New Mexico plays a significant role in the state’s economy. In 2010 alone it provided $2.2 billion for New Mexico schools, roads, and public facilities, according to the New Mexico Oil and Gas Association. To that end, the Anderson School believes our students need to learn more about this important industry providing them opportunities to fulfill these crucial jobs in the future.

Anderson students [photo right] are already building awareness nationally by taking top honors in the national marketing case study competition, Energy Tomorrow: America’s Challenge, sponsored by the American Petroleum Institute. The Anderson students were then invited to present their award-winning marketing campaign to the board of directors of the Independent Petroleum Association of New Mexico at their annual conference in Albuquerque.

To continue this momentum, Anderson is working with the UNM Law School and eventually the Engineering School to develop course work that will provide insight into the finance, legal, and petro chemical issues that heavily impact the oil and gas industry. UNM Anderson is interested in strengthening its partnership with oil and gas companies in order to mutually benefit our students and the industry. The law school has had the Leon Karelitz Endowed Chair in Oil and Gas since 1994 and recently featured IPANM President Greg Nibert at a lecture presentation.

Anderson Professors Linda and O.C. Ferrell struck a partnership with San Juan College in Farmington and will be teaching a business ethics course in the spring at the Energy School that serves the oil and gas industry.

These exciting times in the oil and gas industry as it continues to make giant strides as we move toward developing new forms of alternative energy sources.
To learn more contact Laura Hines at 505.277.6264 or involved by joining the Reunion Planning Committee!

Be a Lobo informant, invite your friends and help spread the word about this upcoming reunion weekend, better yet get involved by joining the Reunion Planning Committee!

There is something for every Lobo!

• Breakfast with Dean Brown
• Behind-the-scenes UNM Campus Tours
• Reconnect with friends and faculty

The McKinnons both grew up in Albuquerque. Sonnet McKinnon, formerly Sonnet Goodenough, is a 1993 alumna of the Anderson School of Management, and Ian is a graduate of the Albuquerque Academy and serves on their Board of Trustees. He earned a BA from Occidental College, an MBA from Harvard Business School, and was a finalist for both the Rhodes and Marshall Scholarships. He is now managing partner of Ziff Brothers Investments (ZBI) in New York City.

Although Sonnet and Ian now live on the East Coast, they say they will always think of New Mexico as their home.

“The state’s natural beauty, food, culture, and, most importantly, its wonderful people, are forever part of us,” said the McKinnons. “As native New Mexicans, we feel thrilled to partner with UNM, an institution for which we have profound respect and admiration. We have immense confidence in President David Schmidly, Dean Douglas Brown, Vice President for Athletics Paul Krebs, Senior Associate Athletic Director Tim Cass, as well as the many other outstanding members of the UNM administration, to lead UNM to its next phase of excellence.”

University Arena will receive $1 million to provide financial support to its recently completed renovation and the UNM Tennis Facility will receive $1.2 million in support from the McKinnons’ gift. The couple also allocated $500,000 to establish an endowment for scholarships or internships in honor of brothers Alan and Loren Dils. Loren is a former assistant Tennis Coach who retired as director of the Lobo Tennis Club earlier this year, and Alan is currently a coach for the UNM Tennis program.

Dean Doug Brown says the McKinnons’ gift will have a great impact on Anderson students.

“Sonnet and Ian’s gift will enable Anderson to provide New Mexico’s students with the resources, technology and facilities they will need to succeed in the future,” said Brown. “Their shining example will serve as a beacon to attract support for all facets of the University.”

The McKinnons also endowed the Distinguished CEO Lecture Series at the Anderson School with Ian delivering the inaugural lecture in April of 2010. Sonnet and Ian and their two children live in Connecticut and are part-time residents of Santa Fe.

The Anderson School of Management Foundation Board invites you to become a “Change Agent” as we honor the 2012 Hall of Fame inductees and celebrate Anderson’s partnership with the new Regional Computer Forensics Lab at the 23rd Annual UNM Anderson School of Management Hall of Fame Cocktail Reception 6 p.m. • Dinner & Induction Ceremony 7 p.m.

2012 Hall of Fame Inductees:
Larry Abraham, Los Ranchos de Albuquerque
Don Clamptt, Clamptt Paper
Terri Giron-Gordon, Genquest, Inc.
Young Alumni Award:
Adam Harrington, HIB Construction
Justine Meehan, Wells Fargo Bank
Adam Trubow, TAL Realty
Faculty Community Leadership Award:
Ann K. Brooks, M.Acc.
Distinguished Service Award:
French
Funeral - Cremation
For more information, visit www.mgt.unm.edu/bef

Changes in Anderson’s campus.

Return to campus for the . . .

2012 Alumni Reunion Weekend
March 23 & 24th!

Our theme is “Mission: Possible” and we need you, our “Special Change Agents,” to come back and experience the energy of Anderson.

• Reconnect with friends and faculty
• Behind-the-scenes UNM Campus Tours
• Breakfast with Dean Brown

There is something for every Lobo!

Be a Lobo informant, invite your friends and help spread the word about this upcoming reunion weekend, better yet get involved by joining the Reunion Planning Committee!

To learn more contact Laura Hines at 505.277.6264 or alumni@mgt.unm.edu. Watch out for more details coming soon on our website and via e-mail.
Anderson students assist emerging economies

Hammm, along with fellow students Lindsay Laine and Jennifer Schwartz, were in Kenya for one month to learn about the needs of businesses in emerging economies and to offer their expertise in managerial roles. Each of them was assigned to a different type of business. Patrick worked at By Grace Farm Feeds, a grain supply company that started as a single wheelbarrow business and now boasts revenue of $5 million. Jennifer spent her time at COM21, an Information Communication Technologies company, where she worked with the enterprise division developing a new product mix. Lindsay was at Faulu Kenya, Kenya’s leading microfinance institution. During the day Patrick, Jennifer, and Lindsay would go their separate ways, communicating only by text messaging. At night all three would gather in their apartment or a local café to discuss projects and possible solutions to the complex Kenyan business problems they encountered.

The students were in Africa as part of International Business Students Global (IBSG) led by Anderson Professor Manuel Montoya. IBSG is a group of global and international business professionals comprised of the highest caliber students at the Anderson School. Dr. Montoya believes the group will become an important link between business professionals in New Mexico and the world. Sending the students to Kenya was the first step in that direction.

“The idea is to build lasting relationships between New Mexico and the businesses and institutions that will shape the global agenda in the 21st century,” said Dr. Montoya.

The financing and organizing aspects of the trip came from the generous support of Corrine Kratz and Ivan Karp, two world-renowned anthropologists, and Peter Zandan, a well-respected PR strategist and entrepreneur. Dr. Karp, Corrine’s husband, recently passed away in Albuquerque. They were key in introducing the students to contacts in the Kenyan business world. Students also received funding from a federal grant administered by Dante Digregoria and Doug Thomas, and from Dean Brown. Additionally, Leslie Hoffman at Acción New Mexico gave the students a quick class in microfinance before they left the U.S.

Patrick, Jennifer and Lindsay say the work was fulfilling and the Kenyan community was incredibly welcoming. They were able to visit the Nairobi National Park where they saw zebras, antelope, water buffalo and fed and even kissed giraffes! The things they said they were not prepared for were power outages that often left them with cold showers, traffic patterns that had absolutely no rules, how modern and large Nairobi was, and the complete absence of laundromats. All three said it was a life-changing experience, and they would definitely go back. The IBSG is considering Brazil as its next destination. Dean Doug Brown says this program allows students to develop skills they can’t get in the classroom.

“Albuquerque has traditionally been somewhat isolated from global commerce,” says Brown.

“These programs play a vital role in extending our students’ perspectives and preparing them for the globalization that awaits them in the marketplace.”

The Anderson School website at http://www.mgt.unm.edu/.

Professor Raul Gouvea organized and served as the director of the 2011 LIGE Green Economy: Legal & Institutional Implications International Conference in Manaus, State of Amazonas, Brazil. The conference attracted more than 350 people working in the field of green economy and offered participants the opportunity to see what is currently being done in the field as well as what is planned for the future. A Green Economy is an alternative vision for growth and development, one that seeks growth and improvements in people’s lives in ways consistent with sustainable development. It promotes sustaining and advancing economic, environmental and social well-being.

LIGE presentations included Legal Implications of the Green Economy, Green Economy & Sustainable Development, and Climate Change and the Green Economy. Dr. Gouvea joined with Anderson’s Distinguished Professor Dr. Sul Kassiebich to present a conference session entitled, Green Technologies & Innovations.

This was the first LIGE Conference, but it certainly captured the attention of the world. According to Dr. Gouvea, “There is an increasing need to address national capital losses as well as the need to create jobs and address global poverty issues.” He says the conference web site received 2,300 visits from 68 countries.

Anders Island Doug Brown says Anderson’s presence around the world enhances the reputation of the school.

“Not only did the conference provide valuable scholarly work, it signaled UNM’s leadership in the fields of green energy and sustainability.”

Professors Gouvea and Kassiebich returned to Brazil in October to serve as co-chairs for the Water Innovation, Technology & Sustainability (WITS) Conference. WITS addressed the role of technology and innovation on the five dimensions of the water diamond: water safety, water security, water availability, water quality and water sustainability.

For more information on either the LIGE or WITS conference visit the Anderson School website at http://www.mgt.unm.edu/.
#7 in the nation for percentage of MBAs who are hired within 90 days of graduation according to U.S. News. #7 Hispanic Business Magazine ranked the Anderson School as the 7th best postgraduate school in the nation for Hispanic students. This is the third year Anderson has been ranked in the top ten.

O.C. Ferrell, the Bill Daniels Professor of Business Ethics, was promoted to the rank of Distinguished Professor. This is the highest faculty title the University bestows and is used only for a few of its most prominent faculty.

Dr. Manuel Montoya was accepted as a member to the Council on Foreign Relations (CFR). Only 3% of all world-wide applicants are accepted. Members are experts in their fields and Dr. Montoya is recognized for his expertise in global structures and global political economies.

Anderson Alumni Generosity

$10,000 and up
George and Sibilla Boeriger
Regent Don Chalmers and Dianne Chalmers
Daniels Fund
Dean Douglas Brown and Sarah Brown
Dr. O.C. and Linda Ferrell
Paul and Patricia Gaete
Dr. Ned Godshall and Ellen Torgrimson
Los Alamos National Laboratory
Sherman and Cathy McCorkle
Mr. and Mrs. Daniel Ian McKinnon
PNM Resources
Sandia Corporation/lookout Martin
Technology Ventures Corporation
United Way of Central New Mexico
Dr. Jim Wetherbe

$5,000 - $9,999.99
Albuquerque Community Foundation
Attala, Inc
Bank of the West
Estate of Loma Elaine Bridenstine
Citi Cards
City of Albuquerque Economic Development
Douglas Colossier
edVenture Partners
Garcia Automotive Group
Edward Garcia
Sheilah Garcia
Debbie Johnson
KPMG, LLP
Los Alamos National Bank
Mike and Mary Lowrimore
Miller Financial
Ben and Robin Miller
Mountain States Insurance Group
Bob and Bety Murphy
Estate of Carla D. Olson
Russell and Ann Rhodes
Michael and Janet Rico
Richard and Pamela Salmon
Samaritan Counseling Center
Kenneth and Anne Sapon
Sutin, Thayer & Browne, PC
Norman Thayer, Jr. and Martha Thayer
Scott and Susan Thruckmorton
Wells Fargo

$1,000 - $4,999.99
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Austin Community Foundation
Lawrence Bardoni
Bank of Albuquerque
Bank of America
Perry Bendickson, III and Beverly Bendickson
Dr. Philip Briggs and Susan Briggs
Arthur and Susan Brown
John and Julienne Brown
Brownstein, Hyatt, Farber, Schreck, P.C.
George and Jeanette Buffett
But, Thornton & Baehr, PR.
Elizabeth Carlson
Paul and Connie Cassady
Century Bank
Champion Agency, Inc.
Clifton Gunderson, LLP
Dr. William Coons and Michelle Coons
CVI Melles Griot
Darin Davis
Francis Edwards and Donna Dowling
Shane and Monica Evangelist
First National Bank of Santa Fe
French Funerals and Cremations
Robert and Harriet Garding
Gary Gordon and Terri Giron-Gordon
Deborah Gorenz
Brandon and Nancy Haines
Ronald and Garry Halverson

Hewlett Packard Company
James and Carol Hinton
James and Sandra Hoge
John and Michelle Hood
Paul and LaDonna Hopkins
Hospital Services Corporation
Jaynes Corporation
Barbara Jones
Ivan Karp and Coriline Kratz
Henry Kelly
Klimer & Klimer
Richard Klimer
Nate Korn and Deborah Peacock
George and Ann Lamb
Kenneth Linglal
Lovelace Health Systems
Market Space Financial
Mr. Joe R. Martinez and Mrs. Helen Q. Martinez
Sheri Miltone
Michael and Cynthia Minnoff
J. Howard and Judy Mook
Steven Moe and Dr. Beth Moeze
John and Barbara Morrison
Moss Adams, LLP
Kevin D. and Susan A. Murphy
Jeffrey Myers and Vickie Wilcox
New Mexico Angels
New Mexico Gas Company
New Mexico Tax Research Institute
Northeast Heights Medical Center
Steven and Kimberly Nunley
Judge James Parker
Peacock, Myers, P. C.
Donald and Victoria Power
Presbyterian Healthcare Services
RBC Dain Rauscher
Real Estate Education Foundation
REDW, LLC
Regis University

Timothy and Laura Sanchez-Brown
Santa Capital Partners, LLC
Santa Fe Community Foundation
Stuart and Charlotte Schauemann
Paul Shank and Susan Shank, JD, LLM, CFP
Ryan and Janet Shull
John Shelton and Maria Ugarte-Shelton
Daniel Smith, III
Paul and Karen Sowards
George and Jenean Stanfield
Dr. Stanley Stark and Marilyn Stark
Mr. and Mrs. Chester French Stewart
Edward and Jennifer Street
Mr. and Mrs. Daniel Ian McKinnon
Sun Mountain Capital
Mr. and Mrs. Dylla Swan
Gregory and Jeanine Symons
Robert and Patay Tuffnell
Tulsa Community Foundation
William and Diana Turner
David Tuttle and Dr. Waneta Tuttle
US Auto Parts Network, Inc.
vSpring Capital, LLC
Robert and Elizabeth Werthem
Western Assurance
Fred Winter, Jr.
John Wright
Peter Zands
Zia Trust, Inc
Catherine and Ray Ziller

$500 - $999.99
American Marketing Association
Matthew and Elizabeth Bruff
Compas Bank BBVA
A. Wayne and Karen Davenport
Howard Hickey, Jr.
Stacy Sacco and Dorothy Stemer
Donald Sweeney
Dr. James Turner and Carolyn Turner

Facility News
Anderson school congratulates:

Dr. Ranjit Bose, named Associate Dean
Dante DiGregorio, the new Chair of the Curriculum and Programs Committee
(undergraduate and Graduate)
Rob Delcampo, the new Faculty Chair, and Chair of the Policy and Planning Committee
Dr. Ann Cunifflas, promoted to Full Professor
Dr. Scott Taylor, renewed his contract as Assistant Professor
Dr. Ryan Jacobson, hired on tenure track as Assistant Professor
Marketing, Information, Decision Sciences
Dr. O.C. Ferrell, promoted to rank of Distinguished Professor
Dr. Linda Ferrell, promoted to Full Professor
Dr. Robert Luo, renewed his contract as Assistant Professor
Finance, International, Technology and Entrepreneurship
Dr. Mary Anne Majadillas, hired as a visiting professor
Ward Hickey, renewed his position as Professional Faculty Lecturer

Accounting
Janice Moen, joined the Accounting faculty as a half-time lecturer

Anderson School of Management

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