Behavioral Lab Receives Significant Donation

An anonymous six-figure gift to the Behavioral Lab at the Anderson School of Management positions the school at the forefront of behavioral business research.

Lab Director Dr. Ryan Jacobson, an Anderson Alumni endowed Associate Professor of Organizational Behavior, says this is the first financial gift of any kind to the lab.

“This donation is significant in many ways,” says Dr. Jacobson. “It solidifies the lab’s significance within the Anderson School and shows its potential value to organizations throughout the state.”

The lab suite, located on the fourth floor of the McKinnon Center for Management building, consists of multiple specialized rooms and technological equipment to facilitate a variety of types of behavioral research studies.

The Anderson School is leading the way in a growing trend that is bringing behavioral research labs into business schools. Dr. Jacobson says the Anderson lab is an interdisciplinary, school-wide resource. It is intended to stimulate scientific investigations of behavior as they apply to multiple business fields, including Behavioral Finance, Behavioral Accounting, Behavioral Economics, Consumer Behavior, Organizational Behavior, and Human Resource Management.

The generous donation will equip the lab with cutting-edge technology that will benefit Anderson students, instructors, and research faculty in collecting and analyzing data on topics relevant to the science of human behavior applied to business contexts.

Eye tracking device and associated software allowing the researcher to quantify the degree and patterns of attention paid to different stimuli in videos, static pictures, and “real-life” contexts.

Physiology sensing wristbands that allow for mobile, real-time tracking of physiological data (e.g., markers of stress). They can be worn while individuals participate in various lab-related studies or can be deployed in the field to track physiology as people complete every day “real-world” tasks.

A Mobile Lab Kit that includes laptops, headphones, wireless mice, and software to enable data collection off-site. This kit is critical in expanding the applied reach of the lab and helping Anderson researchers address critical real-world problems in Albuquerque and throughout New Mexico.

High-speed button boxes to enable highly accurate measurements of participant responses during various tasks.

High Definition Video Cameras and Microphones to support a variety of research applications that require accurate recording of participant behavior.

Additionally, Dr. Jacobson says the donation will also fund several advanced research-related software applications.

“We will purchase software that can measure micro-level changes in emotional expressiveness, software that can measure aspects of nonverbal behavior, and a variety of applications that facilitate qualitative data analysis.”

Dr. Jacobson is excited with the growth of the Behavioral Lab. The lab began with humble origins—a single small office with hand-me-down furniture, used laptops, and relatively unsophisticated software. However, the design of the new McKinnon Center for Management provided an opportunity to create a truly state-of-the-art lab suite to position Anderson as a leader in behavioral business research.

This growth is beneficial to Anderson students. Dr. Jacobson says graduate students who help run the lab receive financial assistance, specialized training in research methods, mentorship from faculty researchers, and networking opportunities with other top-notch students. At least two former Anderson MBA graduates who worked at the lab have now earned Ph.D.’s in Management from high-quality business schools. Additionally, students who participate in research studies see the behind-the-scenes methods and real-life applications for the research findings and theories discussed in their classes.

As for what’s ahead for the lab, Dr. Jacobson is actively exploring opportunities to expand its applied reach and potential positive impact on Albuquerque and the state of New Mexico. Specifically, the combination of lab resources and faculty expertise to create the possibility for contract-based research partnerships with NM organizations. For example, the lab could help local organizations conduct marketing focus group research or employee-focused research geared toward enhancing job satisfaction and productivity. Such applied research partnerships could provide valuable practical information to enhance an organization’s effectiveness while also contributing to the general body of scientific knowledge about behavior in business contexts.

Interim Dean Shawn Berman says none of this would be possible without the support from the anonymous donor.

“Gifts to the Anderson School have a far-reaching impact beyond the walls of the classroom,” says Interim Dean Berman. “They affect all of the stakeholders connected to Anderson in the form of student learning, faculty research, community engagement, and impact on the state. Everyone is touched by a gift such as this.”
Message from the Dean

I hope this newsletter finds you well!

After serving six months as Acting Dean of the Anderson School, I was honored to be named Interim Provost effective June 1, 2019, by Interim Provost Rich Wood. I am excited to lead Anderson through its next phase. The university welcomed its next Provost, Dr. James Holloway on July 1, 2019. Dr. Holloway will decide the process and timeline for the selection of Anderson’s next permanent dean.

We had a very successful 2018-2019. Our Part-time MBA program was ranked #74 by US News and World Report, our highest ranking ever, and CEO Magazine honored the Anderson School with the highest ranking possible by recognizing both the MBA and Executive MBA as 2019 Tier 1 programs.

Anderson continued to be successful in student competitions, with Dr. Harry Van Buren coaching a team of Anderson graduate students to first place in the Daniels Fund Ethics Case Competition in April and Professor John Benavidez coaching a team of marketing students to first place in the Acusa ILX Marketing Challenge in May.

Our two biggest initiatives to increase student enrollment continue to thrive. Our Managed Online Program (MOP) enrollment continues to grow. The number of students enrolled in MOP classes nearly doubled between the fall 2018 and spring 2019 semester, and there are signs it will grow by more than 50% in the fall 2020 semester. We also expect the number of international students visiting from partner schools in China to double or even triple over the number visiting in 2018-19.

In March, we welcomed our new Hall of Fame honorees C. Thomas Daulton, Alice Loy, Lillian Montoya, and Jerry Pacheco. The Young Alumni Leadership Award went to Amanda Armenta and James Trudeau and Dr. Dimitri Kapelianis, Associate Professor of Marketing, received the Faculty Community Leadership Award. Congratulations to all!

We have now occupied the new McKinnon Center for Management (MCM) building for just over a year. The MCM has been transformative for how our students learn and gather to share ideas. In this edition of the newsletter, we highlight some of the signature spaces in the new building. Thanks to investments by people like Steve and Lydia Griego, Rick and Debbie Johnson, and the anonymous gift supporting the Anderson Behavioral Lab, our students have access to state-of-the-art learning spaces that complement the ideas they are learning in the classroom and our faculty can conduct cutting edge behavioral research. Additionally, the technology in the classrooms has enabled new ways of teaching for faculty.

It is heartening to see students gathering in MCM throughout the day to work on group projects and study, rather than having to go to the library or the Student Union Building to find space. We are proud that the MCM has a prominent place on the UNM campus.

If you have not seen the new building I invite you to stop by, and I look forward to a successful 2019-2020 academic year.

Shawn Berman, Interim Dean

Investing in the Anderson School

The gift to the Behavioral Lab (cover page) is going to have a big impact on Anderson students, but it’s not the only way to give back. Two naming opportunities in the McKinnon Center for Management (MCM) have changed how Anderson students in marketing and entrepreneurial studies benefit and learn in their field of study.

**LYDIA AND STEVE GRIEGO INNOVATION CENTER**

Lydia and Steve Griego believe in the power of entrepreneurship. They started DMC Logistics more than 30 years ago. The successful business is a regional carrier well known for its excellence in delivering some of the USA’s most recognized brands in national retail, wholesale pharmaceuticals, and medical lab specimen industries. Because of their gift, the MCM is proud of its Lydia and Steve Griego Innovation Center. Steve earned his BBA from the Anderson School in 1980. Through the center, he and Lydia are committed to helping the next generation of entrepreneurs.

“Lydia and I are excited to support the Anderson School of Management through the Innovation Center,” says Steve.

**RICK AND DEBBIE JOHNSON MARKETING LAB**

2011 marked the opening of the Rick and Debbie Johnson Marketing Center. The name has since changed to the Marketing Lab, but what has remained consistent is the quality of education marketing students receive at Anderson. The lab is named after the power couple who started the Rick Johnson and Company ad agency in Albuquerque in the 1970s and beat all the odds by making it one of the top firms in the Western United States. Anderson Marketing Professor John Benavidez says the generous gift leaves a legacy that will continue to affect future generations of marketing students by giving them access to the same tools used by professionals in multinational, advertising, marketing, and media companies.

“Rick and Debbie Johnson believe in the power of entrepreneurship. They started Rick and Debbie Johnson Marketing Center, he and Lydia are committed to helping the next generation of entrepreneurs. Lydia and I are excited to support the Anderson School of Management through the Innovation Center,” says Steve.

This couple is also long-time supporters of the Business Plan Competition, now known as the UNM Entrepreneurial Challenge. The Anderson School thanks Lydia and Steve Griego and Rick and Debbie Johnson for making Anderson a leader in business education in the state of New Mexico.
Marie Talnack-Moffett & Robert Moffett

Marie Talnack-Moffett and Robert Moffett know all too well the financial struggles of being a college student. Their combined experiences played a pivotal role in their decision to give back to the Anderson School of Management.

“Both of our educations were self-funded,” says Marie. “Neither of us were on scholarship. There were times we didn’t know if we could finish our degrees, and when you’ve experienced that you want to make sure you can help others.”

“I struggled with completing my education for years until I met Marie and her parents who helped me meet my goal,” said Robert. “Sometimes, you just need a little help and they believed in me. So if we can help others, that is great.”

The couple’s scholarship marks their commitment to women in entrepreneurship.

“I think the timing is good,” said Marie. “There are so many more women now who are starting their own businesses and they need a proper education to make sure they are successful.”

Marie earned her BBA in 1979 and MBA in 1985 from the Anderson School. Robert attended Eastern New Mexico University where he studied renewable energy and fell in love with the state.

While Marie was an MBA student, she worked part-time for the Technology Innovation Program (TIP) started by then Anderson Dean Ray Radosevich.

“I took his new ventures class and I was hooked! We worked with entrepreneurs, often from the university and Sandia and Los Alamos National Labs, who had a technology but weren’t sure how it could be used in the marketplace. We would research and identify viable commercial applications for them. This was the foundation for my career. No matter where I went people would ask, ‘Where did you learn this?’ and I was proud to say I learned it at the Anderson School.”

Marie worked for TIP full-time after earning her MBA. A few years ago, when she and Robert initially decided to establish the scholarship she planned to locate all the TIP employees and set up a collective gift with them. However, when it proved too difficult to locate her co-workers the couple decided to start the fund themselves with the hope that other TIP workers would eventually find it and add to it.

“I would like for the scholarship to have robust funding so there is money available to help those in need,” says Marie.

She went on to earn a second master’s degree at Thunderbird at Arizona State in International Finance, and a Ph.D. from the University of Southern California.

“When you work in other states and go to schools outside of New Mexico, you realize the quality and the value of the education at UNM. It’s so important for UNM to become confident in what it has to offer,” stresses Marie. “I went to some really good schools and my foundation from UNM was a good, strong one.”

Marie says she earned her Ph.D. from USC, but her loyalty has always been with Anderson. She is a two-term member of the Anderson Alumni Council, and a longtime supporter of the Business Plan Competition and Entrepreneurial Challenge.

Marie currently has her own consulting business where she helps high tech entrepreneurs find funding so they can start a business. She is also writing a book, a step-by-step guide on how to become a successful entrepreneur, in which she highlights the education at UNM Anderson as a positive model. Robert works in industrial design and keeps his hand in renewable wind and solar energy.

“New Mexicans are a diverse culture with an entrepreneurial spirit,” says Marie. “I thank Anderson for taking me from a young person who didn’t know what she wanted to do with her life to where I am now. With our scholarship, it is our goal to pass that gift on to others.”

Donor Thank You Reception

On Wednesday, June 19, 2019, about 100 generous donors to the new McKinnon Center for Management attended a thank you reception in the building they supported.

The MCM was abuzz as donors located their names on individually named donor spaces throughout the building. President of the UNM Board of Regents and former Anderson Dean Doug Brown and his wife Sarah were on-hand to welcome those who donated to the Douglas M. Brown Deans Suite. The group celebrated the space by posing for a group photo!

Interim Dean Shawn Berman thanked everyone for their philanthropy while taking photos with them by their names in the building, including those who gave to the ‘Power of YOU’ campaign that funded the Anderson Alumni Center for Student Services.
A MESSAGE FROM THE ASSOCIATE DEAN

It's hard to believe that a year has passed since my appointment as an Associate Dean at the Anderson School of Management. As I reflect on the accomplishments and challenges our community has experienced, I am reminded of the commitment that our students, faculty, and staff exhibit on a daily basis. This continued dedication to excellence will be crucial as we leverage our numerous student success stories to further highlight the high-quality management education provided by the Anderson School.

Anderson is truly a dynamic place to be. Our accomplished faculty do a great job of engaging our talented and diverse student body in a variety of experiential learning opportunities. Our high-performing staff works collaboratively with the business community and educational partners to shape the economic landscape as well as establish student pathways for increased access to continued education. Results from our faculty’s diverse research streams not only help to inform business practices within our business community but also add to various bodies of knowledge for scholars worldwide.

As a member of our Anderson family, I encourage all of you to continue to get involved and I look forward to another successful academic year!

UNM Anderson Department Chairs

Organizational Studies
DR. MICHELLE ARTHUR
Michelle Arthur, Ph.D., is an Associate Professor of Organizational Studies and Chair of the Department of Organizational Studies since 2015. Dr. Arthur earned her B.A. in Economics at the University of Massachusetts at Amherst, her M.A. in Economics at the University of Colorado at Boulder, and her Ph.D. in Labor and Industrial Relations at the University of Illinois. She joined the faculty of the Anderson School in 2002. Her research focuses on the intersection of gender and management. She has published in the Academy of Management Journal and Industrial and Labor Relations Review. Dr. Arthur teaches Negotiations, Labor Relations, Human Resources Management, and Statistics. She recently taught an undergraduate Organizational Behavior course and an executive-level course titled Organization Management in the Global Economy in China. She is a Regents’ Professor of Management and has held the Anderson School of Management Alumni Endowed Professorship, the Albert and Mary Jane Black Professorship, and the Foundation Board Endowed Fellowship.

Finance, International, Technology, and Entrepreneurship
DR. RAJ MAHTO
Raj Mahto, Ph.D., is an Associate Professor of Entrepreneurship and Chair of the FITE Department. He is the Creative Enterprise Endowed Professor. Dr. Mahto received his Ph.D. in Strategic Management from the University of Memphis in 2006 and joined the faculty at UNM in 2008. Professor Mahto has published his research in top academic journals, such as Journal of Applied Psychology, Entrepreneurship Theory & Practice, Journal of Small Business Management, and Journal of Business Research. He is an associate editor for Journal of Small Business Management and Journal of Small Business Strategy. Additionally, he serves on editorial boards of Family Business Review and International Entrepreneurship & Management Journal. He teaches a variety of entrepreneurship courses, including New Venture Creation, Family Business, Freshman Entrepreneurship, and Managing and Operating Small, Growing Business.

Accounting
DR. RICH BRODY
Rich Brody, Ph.D., is now serving as the Chair of the Accounting Department. He is the Douglas Minge Brown Professor of Accounting and a Daniels Fund Business Ethics Fellow. Dr. Brody earned his Ph.D. from Arizona State University; his M.S. from Colorado State University, and his B.S. from the University of Delaware. He has worked as a staff auditor for Deloitte Haskins & Sells, a cost analyst for Hewlett Packard, and a senior financial reporting analyst for Tandem Computers. Dr. Brody is a Certified Fraud Examiner, a Certified Public Accountant, a Chartered Global Management Accountant, and a Forensic Certified Public Accountant. He also holds the Certified in Financial Forensics designation. Dr. Brody has authored or co-authored over 100 refereed publications and has made over 150 presentations at national and international conferences and meetings. He is a Regent Emeritus of the Association of Certified Fraud Examiners (ACFE) and was the 2012 ACFE Educator of the Year. He has served as an expert witness and has experience in both civil and criminal cases dealing with fraud. Dr. Brody has worked with the U.S. Secret Service, the U.S. Department of Justice, the New Mexico Attorney General’s Office and the Second Judicial District Attorney’s Office in New Mexico.

Marketing, Information Systems, Information Assurance, and Operations Management
DR. MARY MARGARET ROGERS
Mary Margaret Rogers, Ph.D., is an Associate Professor of Marketing and Operations Management and Chair of the MIDS Department. She earned her Ph.D. and M.S. from the Fisher College of Business at Ohio State University, an MBA from the Pamplin College of Business at Virginia Tech, and her BBA from Central Methodist College. Dr. Rogers joined the faculty at the Anderson School of Management in 2000. Her teaching and research interests are in logistics and supply chain management and ethical supply chain issues.

Faculty Promotions

All Anderson tenure, promotion, and mid-probationary review applications were successful this year.

TENURED ASSOCIATE PROFESSORS
Dr. Aaron French • Dr. Brian Gillespie • Dr. Subramanian Iyer • Dr. Natalia Vidal • Dr. Reily White

PRINCIPAL LECTURERS
Amelia Nelson • Sarah Smith

Dr. Burcu Tan Erciyes received successful reappointment after her mid-probationary review.
Believe in New Mexico

ROUND TABLE ON B CORPS & RESPONSIBLE BUSINESS
October 4, 2019

The Anderson School of Management is taking the lead on responsible business, thriving economy, and B Corp certification. B Corps are businesses that balance purpose and profit. By getting certified as a B Corp, a business shows its commitment to doing good. Responsible businesses attract talent and customers, save costs and use their voice for making positive change. Anderson School is partnering with NM B Corps and the New Mexico Economic Development Department to organize a Roundtable on October 4, 2019. Thought leaders such as Kim Coupounas, Global Ambassador, B Lab, and leaders from NM business such as Taos Ski Valley and Meow Wolf will come together for a dialogue around responsible business practices and B Corps.

Assistant Professor Garima Sharma, who is leading the effort at Anderson, says it’s important for the Anderson School to be at the forefront of the B Corps movement in New Mexico by bringing a wide range of audience members together.

“This Roundtable is relevant for businesses that are considering B Corp certification, simply curious about it, or want to meet like-minded peers to exchange knowledge,” says Sharma. “The Roundtable is also relevant for government and industry association leaders who are interested in facilitating a connection between business responsibility and thriving economy.” To find more about the Roundtable or to RSVP visit our website at: www.mgt.unm.edu/nmbcorps.

If you are interested in supporting the Roundtable please contact Joe Weiss at joes.weiss@unmfund.org and 505.249.6977.

Anderson Accomplishments

TOP TIER MBA AND EMBA PROGRAM
For the third year in a row, the UNM Anderson School of Management earned the prestigious Top Tier ranking for the MBA and Executive MBA programs in CEO Magazine’s 2019 Global MBA Rankings. The list features over 290 MBA, EMBA and Online MBA programs from 25 countries.

TOP PART-TIME MBA PROGRAM
U.S. News and World Report named the UNM Anderson School of Management as one of the top part-time MBA programs in the nation. The rankings have UNM Anderson tied for 74th out of 287 schools. This is the highest ranking ever for the Anderson School.

First Place in Daniels Fund Competition in Denver
UNM Anderson School of Management won the first ever Daniels Fund Ethics Initiative’s Consortium Case Competition for graduate students on April 11-12, 2019 in Denver. The Case Competition exposes college students to a thought-provoking business ethics case, similar to a situation that they might face in their professional careers. The UNM winning team included Daniel Seymour, Shae Zsiga, Julianna Zarasura, Francine Briones, and James Burton. Dr. Harry Van Buren was the team advisor.

Student Accomplishments

First Place in Acura ILX Marketing Challenge
Anderson undergraduate marketing students earned a first-place award in the Acura ILX Marketing Challenge for their “Made You Look” ad campaign. The campaign included digital video, digital signage, and social media activations across multiple platforms, as well as two experiential events. The student team received $2,000 in funding from Acura to develop, implement, and evaluate the campaign. They earned $5,000 for the first place prize. The winning UNM team included Adam Biederwolf, Elena Garcia, Dylan Greenhaus, Zach Harper, and Marisa Montes. Anderson Professors John Benavidez and Nick Flor mentored the team.

Small Business Institute National Award
An Anderson School student team earned second place honors at the Small Business Institute’s 2019 National Conference in Orlando, FL. Student members Tyrus Keith, Esau Woodhouse, Edward Weagel, and Jameel Saint-Lot were led by Dr. Evelyn Micelotta. The team participated in the Graduate/Comprehensive category for developing a strategic plan for the Albuquerque-based SVN Commercial Brokerage.

First Place in Daniels Fund Competition in Denver
UNM Anderson School of Management won the first ever Daniels Fund Ethics Initiative’s...
The Anderson School of Management Alumni Relations team had a great 2018-2019 school year working with both the Anderson Foundation Board and the Anderson Alumni Council. Each of these governing bodies...
The Anderson Alumni Council (AAC) helps us stay connected with our 20,000+ alumni. The AAC not only serves as the engagement arm of the school but also helps develop strategic engagement initiatives to support Anderson’s efforts in achieving the goals outlined in its strategic plan. With the primary charge of “friend-raising”, the Board of Directors of the AAC is working with the Dean and the Alumni and Development Offices to create new ways to increase engagement of all Anderson alumni.

Over the past year, the Board has created new initiatives to better engage with the school. The first was the inception of our Lunch with Alumni networking series.

AAC council members opened the doors of their companies to current students for opportunities to learn about careers in New Mexico, network with community leaders, and learn from some of our best alumni. We held these lunches at the Albuquerque International Sunport and Fidelity Investments and look forward to growing the program over the coming years.

The council also started a mentorship program with current Anderson students. This program strategically matched students with board members who are currently working in the career fields that they want to pursue. It offered students the opportunity to have one-on-one mentorship relationships with council members and the AAC looks forward to continuing to grow this program.

NOTE: Only Anderson School of Management degrees are listed

Message from the Chair

As we close this decade and head into 2020, the UNM Anderson Alumni Council (AAC) is excited to hit the ground running this Fall. We are so proud of our Anderson community, students, alumni, faculty, staff and partners, and of our new campus building and space. I am honored to be chairing the AAC, which is charged with advising the UNM Anderson School of Management on all things alumni affairs.

Our goals heading into the 2019-2020 school year are three-fold. First, we will assist the Anderson School in enhancing student and alumni programming. AAC members will use our networks, knowledge, and experience to support the development of students who will graduate with the skills they need to excel in the real-world. To do this, we intend to build on the success of our Anderson Development Ambassadors mentorship program by expanding the program to more business leaders via new mentoring and career networking opportunities. Second, we will build a strategy for elevating the Anderson brand. Anderson has a terrific story to tell, so many of our students, alumni, and programs are setting examples of excellence in business education and leadership. The AAC will be dedicated to utilizing new and effective ways to spread the word. Third, we will engage more alumni to become active within the Anderson School and community. We will host new engagement events that are fun and unique to New Mexico to create a stronger sense of connection with our fellow alums. We will also increase our engagement of out-of-state alumni, reaching across the country to our Anderson brothers and sisters who are living and working in other cities. It is going to be a productive and fun-filled year!

TERRI NIKOLE BACA
Assembler, Astrae Consulting

This year, we are proud to welcome the following new members to the Anderson Alumni Council Board of Directors.

Amanda Armenta • Cole Benson
Jessica Bundy • Michael Dominguez
Robert H. Gabaldon • Damon Martinez
Melissa Munoz • Jesus D. Ontiveros
Glen Rowe • Randy Simons
Angelique M. Tafoya • Garry Wicka

Amanda Armenta (BBA ‘02, MBA ‘03)
Senior Manager, Employee Success Partner T-Mobile

Lila Mauro (MBA ’99)
Associate VP, Business Services & Chief Procurement Officer, University of Southern California

Jessica Bundy (BBA ‘04)
Principal, REDW

Melissa Munoz (BBA ‘06)
Principal, National Credits and Incentives Consultant, Credits and Incentives, Ryan

Robert H. Gabaldon (BBA ’94)
Director, Nestlé’s Global Gift Fund

Jesus D. Ontiveros (BBA ‘83)
Senior Manager, Division Business Operations, Sandia National Labs

Damon Martinez (MBA ‘93)
Senior Policy Advisor, City of Albuquerque, Albuquerque Police Department

Carson Roland (BBA ‘10, MBA ‘11)
Financial Advisor, Merrill Lynch

Mariani Johnstone (MBA ‘96)
Director of Operations, Gruet Winery

Glen Rowe (MBA ‘92)
Director – Science and Technology – Federal, Hewlett Packard Enterprise

Angelique M. Tafoya (MBA ‘13)
Executive Director, Alta Mira Specialized Family Services, Inc.

Randy Simons (MBA ‘03)
Director, Generation Services, Public Services of New Mexico (PNM)

Sean Ward (BBA ‘03)
Vice President, First Citizens Bank

Garry Wicka (BBA ‘01, MBA ‘03)
Vice President of Marketing, LG Electronics, Business Solutions Company

NOTE: Only Anderson School of Management degrees are listed
The Anderson School celebrated its 30th annual Hall of Fame event on March 7, 2019 at the Student Union Building on the UNM Campus.

Thomas Daulton, Jerry Pacheco, Lillian Montoya, and Alice Loy were recognized for their professional success and significant contributions to their communities.

Amanda Armenta and James Trudeau received the Young Alumni Award that goes to impressive Anderson graduates under the age of 40.

The Faculty Community Leadership Award was bestowed on Dr. Dimitri Kapelianis, Associate Professor of Marketing. Dr. Kapelianis started at the Anderson School in 2009 and served as Associate Dean for Enrollment Management from 2017 to May 2018. He earned his Bachelor of Commerce and Master of Commerce from the University of the Witwatersrand, South Africa and a Ph.D. in Business Administration from Arizona State University.

Two previous Hall of Famers led the evening’s festivities. R.J. Berry, former Mayor of Albuquerque and 2013 HOF honoree was the Master of Ceremonies and 2000 HOF honoree John Garcia hosted the live auction raising money for Anderson School scholarships. At the end of the night, $100,000 (net) was donated toward student scholarships. Thank you to all our alumni, friends, and donors who continue to support Anderson students through the annual Hall of Fame event. We’ll see you at the event next year on March 12, 2020.

DO YOU KNOW AN OUTSTANDING LEADER?
NOMINATE THEM FOR THE 2020 HALL OF FAME AND YOUNG ALUMNI AWARDS TODAY!

SAVE THE DATE
31st Annual Anderson Hall of Fame Thursday, March 12, 2020

THE ANDERSON SCHOOL IS STARTING THE 2019-2020 SCHOOL YEAR WITH A NEW GIVING CAMPAIGN:

YOU ARE ANDERSON! When we come together, great things can happen!

To donate, please visit: https://www.unmfund.org/fund/i-am-anderson/

For more information contact andersonalumni@unm.edu
Donor Generosity

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$10,000 +
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Lydia and Stephen Griego
Melissa and David Jessen
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Marie Talnack-Moffett and Bob Moffett
Janet McHard and Beth Mohr
Heather Miles
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Shawn Berman and Janet Holmberg
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Sandia Corporation
Sandia Laboratory Federal Credit Union
Teresa Stover and Robert Stover, Jr.

Aida and Mark Veltmann
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Bank of Albuquerque
Karen and Christopher Bard
Travis Beeman
Beverly Bendickson and Perry Bendickson
Sarah Brown and Regent Douglas Brown
Century Bank
CFA Society of New Mexico
John T. Chavez and Mary Torres
Christus St. Vincent Regional Medical Colliers International
Joseph Collins
Janet and Tom Daulton
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Diane and Dale Dekker
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Barbara and Gary Dushane
Suzanne and William Ebel
Enterprise Builders Corporation
Enterprise Rent a Car
Michael Fanning
FBT Architects
Fidelity Investments
Felicia Finston and Bernard Whaley Jr.
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Carol and John Garber
Lisa and Ryan Goodman
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Laura and Robert Gustin
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Jaynes Corporation
Estate of Ross Arnold Kailey
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Ann and George Lamb
Pamela and William Lemon
Jeanne Logsdon and John Young
Susette and Ben Longfellow
Michael Lyon
Melissa and John Marcelli
Conner Marshall
Clovis Martin

Merrill Lynch
Modrali, Sperling, Roehl, Harris & Sisk, PA
Fred Mondragon and Connie Vance
Montech, Inc.
Laurie and William Moye
Steven Muhlhauer
Betsy and Robert Murphy
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Nicer Inc.
Northwestern Mutual
Nusenda Credit Union
Jenni Olson
Jerry Pacheco and Loretta Gonzales
Peacock Law
Deborah Peacock and Nate Korn
Kimberly Peña
Debbie and Steven Perich
PricewaterhouseCoopers LLP
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Ryan Foundation
William Sabatini
Elaine and Pat Sanchez
Sandia Foundation, a Hugh and Helen Woodward Charity
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State Farm Companies
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Amanda and Allan Armenta
Nathan Armstrong and Stacie McLain
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Elisabeth and William Cleary
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The Foundation for Sustainable Living
Cynthia and Dennis Garcia
Dennis Gee
Barbara Gorham and Robert Gorham, II
Zhen and Shuoj Gu
Victoria Hobbs
Mary and Jim Homan
Sharon and Patrick James
Debra Johannes-Novak and Thomas Novak
Brandyn Jordan
Linda and Kevin King
Duane Koch
Barbara and David Larson
John Larson
Kristina and Terence Linton
Susan Littlefield and William Littlefield, Jr.
Jessica and Paul Madrid
Rita and Roberto Martinez
Tracey Mumme
New Mexico Society of Certified Public Accountants
Van Pham and Khe Tang
Joni Pierce and Brian Debrune
PNM Resources
Brian Post and Samara Knight
Debbie and Craig Reeves
Neil Sabol
Nancy Schmoldt
Alan Schroeder
Jennifer and Justin Schroer
Mathis Shinnick and Robin Pigue-Shinnick
David and Ann Simon
Gaylord Smith
Wendy Stres
Daniel Trujillo
USAA
Leslie Venzuela
Carl Vidal
Wagner Equipment Company
Julie and Franklin Wilson
Zia Trust

Thank you to all the donors and friends of UNM Anderson who made a philanthropic gift to the Anderson School last year. We could not be successful without your support. As funding from the state has decreased over the past five years, private philanthropy has become more important to allow Anderson to achieve the successes it has in the classroom, in research, and in our community.

FOR THOSE WHO ARE CONSIDERING A GIFT TO UNM ANDERSON IN THE FUTURE, THERE ARE FOUR MAIN FUNDING INITIATIVES:

1. Student support in the form of scholarships and graduate assistant funding.
2. Faculty support in the form of professorships or lectureships.
3. Capital support as we start our fundraising for Phase II of our new building (to compliment the McKinnon Center for Management).
4. Programmatic support for programming such as the Behavioral Lab, Rick & Debbie Johnson Marketing Lab, Lydia & Steve Griego Innovation Center, or a lecture series.

If you are interested in supporting any of these initiatives or finding a way to make a legacy gift to UNM Anderson, I would be happy to have that conversation to see what fits for you and the school. Please contact me at Joe.Weiss@unmfund.org or 505-277-7114.
The UNM Entrepreneurial Challenge after 19 years, the UNM Business Plan Competition last year went through a program transformation. The program is now called the UNM Entrepreneurial Challenge, a name that links it with the program’s past and focuses on the important challenge ahead: preparing and training the next generation of business owners and employers in New Mexico to successfully operate and grow beyond their first five years.

Nine teams participated in the 2018-2019 Challenge. Each team presented on Friday, April 26, 2019 at the Showcase Reception & Expo at Hodgin Hall on the UNM campus. After the showcase, the judges selected the top five teams most prepared to implement their planning to operate their startup business venture and begin generating revenue their first year.

Three of the teams received initial startup funding of $5,000 based on the demonstration that their business model will lead to revenue generation, and the probability for growth and job creation within years 1-5. Those teams are Wild Woman Kombucha, Desert Flowers Co., and MS MoneyMoves.

The judges determined teams NoScope and Parental Values have viable business models that can add value to their target markets, but need further product development, coaching, planning, and funds to sell their product/service. They will be considered for startup funding after receiving further coaching, executing benchmarks, and moving ahead with selling their minimum viable product.

A big thank you goes out to all this year’s teams: Wild Woman Kombucha, Desert Flowers Co., MS MoneyMoves, NoScope, Parental Values LLC, TrueSpine, Petrichor, My Community, and Duplex Cinema & Café.

The Business Plan Competition was founded by Distinguished Professor Dr. Sul Kassicieh with the intent that economic development in New Mexico come through the creation and operation of collegiate business ventures. Program Director Alberto Solis says the UNM Entrepreneurial Challenge will move forward guided by Dr. Kassicieh’s vision.

JUDGES
Steve Giogio
President, DMC Logistics

John Cousins
MBA ASAP

Karen Hanthorn-Rhodes
Praetorians, Ltd.

Dr. Shawn Berman
Interim Dean, UNM Anderson School

Alberto Solis
Director, UNM Entrepreneurial Challenge

COMMUNITY SUPPORT

THANK YOU TO OUR SPONSORS
Lydia & Steve Giogio

Andersongrad@unm.edu

Anderson Graduate News

BY LISA BEAUCHENE-LAWSON, SUPERVISOR, GRADUATE ADMISSIONS & ADVISEMENT

ADMISSIONS AMBASSADOS
The Anderson graduate team is starting a brand new initiative, called the Admissions Ambassadors. This fall, current students will be participating in recruitment efforts on campus and through direct correspondence with prospective students. With ten students already committed, this will expand our reach and provide prospective students the opportunity to build connections for a more engaged student population.

WOMEN IN MANAGEMENT
The Anderson graduate team is also starting a Women in Management student organization. Led by graduate students, this organization will include both undergraduate and graduate students who organize mentorship with strong women in leadership positions and women-owned businesses in the Albuquerque community. It will also provide peer-to-peer mentoring and professional networking opportunities. If you have an interest in getting involved, please contact andersongrad@unm.edu.

CURRENT GRADUATE STUDENT ENGAGEMENT
This summer, the Anderson graduate team opened a new Graduate Student Lounge in the first floor conference room of the McKinnon Center for Management. A coffee maker, snacks, and collaborative seating make it a welcoming space for graduate students to come by before class to meet each other and get quick advisement.

ONLINE APPLICATION
The Anderson graduate programs admission application is now fully online. In December 2018, we moved to a system that allows an applicant to start and finish an application through a UNM-hosted online platform. This has streamlined the admission process and now provides improved access for non-resident applicants.
Our Executive MBA program received more than 60 applications this recruiting season, an increase from past years. The EMBA Class of 2021 started the program in June 2019 with 47 students. Our students have careers in industries from Healthcare to Education, Government Labs, Advertising and Marketing, Engineering, IT, Law, Banking/Financial, Human Resources, and Small Business owners. This is the first class with more female students than male.

We are excited to announce that our EMBA Class of 2019 graduated on August 24, 2019. We wish them the best on all of their endeavors.

**INTERNESTED IN AN EMBA?**
If you have been thinking about getting an Executive MBA but have questions about the application process, the curriculum or anything else, please contact us for more information. Learn more about how you can earn your MBA in two years, network with rising business leaders, and impact your career trajectory.

*The Executive MBA program is designed for professionals like you:*
- The bi-weekly schedule makes it easy to attend face-to-face classes with faculty.
- The leadership-focused curriculum helps experienced professionals to apply management techniques in the real world.
- EPEC staff members take care of everything – parking, registration, textbooks, and even lunch.

**International Residency**
Our EMBA Class of 2020 leaves on their 10-Day International Residency trip on September 19, 2019. This year they are going to Sweden and Denmark. They are visiting several businesses including Volvo and Ikea and will also spend some time in Växjö, the greenest city in Europe. You can follow their journey on Twitter @unm_asm_EPEC.

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**MBA IN EDUCATION LEADERSHIP**
Our MBA in Education Leadership program had more than 20 applications this recruiting season. We are extremely proud of this number, as we exceeded our enrollment goals for this niche program.

The Class of 2021 started the program in May 2019 with 15 students. The students in this class are from Albuquerque, Rio Rancho, Santa Fe, and Los Lunas Public schools as well as from private schools, UNM, Nusenda Credit Union, and Big Brothers Big Sisters of Central New Mexico.

We are excited to announce that our MBA-ED Class of 2019 graduated on August 24, 2019. We look forward to seeing the impact they make to our educational system in New Mexico.

*The MBA-ED program is designed to prepare educators for leadership roles in New Mexico. Here’s how:*
- Students progress through an accelerated, leadership-focused curriculum with fellow educators and leaders.
- The curriculum builds skills in leadership, fiscal planning, data-driven decision-making, and more.
- A cohort format allows students to work together as they address issues facing New Mexico schools and districts.
- After graduating, you will meet the requirements for Educational Administration Licensure in New Mexico

**Career & Professional Development Programs**
We invite you to look at the certificate programs we are offering this fall. As a student, you will work with some of the brightest minds in our business community while gaining valuable leadership skills.

We are offering two new programs this fall, Accounting Essentials for Managers and Employment and Labor Law for Managers. Our popular returning programs are SHRM Exam Prep, Business of Craft Brewing, Practical Project Management, Essentials for Managers, Lean Master, Mediation Certification, and Leading a Diverse and Inclusive Workplace. We are also offering two workshops, Leading with Mindfulness and Positivity, and Stronger Decisions by Design.

**Contact:** Gina Urias-Sandoval, MBA, EMBA Program Director, 505-277-2525 • emba@unm.edu • www.emba.unm.edu

**Contact:** Frank Borja, MBA in Education Leadership Program Manager, 505.277.2525 • mbaed@unm.edu • www.mbaed.mgt.unm.edu

**Contact:** Michelle Albro, Career & Professional Development Program Director, 505.277.2525 • cpd@unm.edu • www.cpd@unm.edu
Tuesday, September 10, 2019 marked the grand opening of the new Anderson School Professional Closet.

The Anderson Foundation partnered with Suits Unlimited to provide a full-size run of suits and accessories to Anderson students and graduates who are unable to get their own professional attire due to time or budgetary constraints. Florencio Olguin, Director of Student Services, says the professional closet will serve as a nice tie-in to Anderson’s overall efforts to develop career management skills. "Adding a career closet to our repertoire of services has been a long time coming," says Olguin. “Thanks to Suits Unlimited and the Anderson Foundation, our students and alumni can walk into any interview and make a lasting impression by looking polished and professional.”

As part of the grand opening festivities, there were tours of the Professional Closet and a workshop on how to best use this new resource that is exclusive to Anderson students. Suits Unlimited is a family owned and locally operated business, providing special occasion attire, and tailoring needs. Jim Knight, a long-time Anderson supporter, manages Suits Unlimited in Albuquerque and was instrumental in developing the partnership with the Anderson School.

The Football Business Society has also hosted writing and resume workshops, had one-on-one meetings with leaders in our community and members have excelled in the classroom: four members are currently working on graduate coursework after completing their BBAs. FBS Treasurer, Tyson Dyer, is the football representative on the UNM Student-Athlete Advisory Council and was elected to the Mountain West Conference Student-Athlete Advisory Committee. The FBS meets bi-weekly through the fall and spring semesters. Their advisor is Crystle Collier, MA, Supervisor of Undergraduate Advisement at the Anderson School.

GUEST SPEAKERS HAVE INCLUDED:
- Former Lobo offensive lineman, Anderson graduate and current Financial Advisor at Northwestern Mutual, LaMar Bratton
- Former student-athlete and President & Founder of Cultivating Coders, Charles Ashley III
- Anderson BBA and MAACT alum, CPA, Member-Director of Audit at Kubiak, Melton & Associates, LLC, Daniel Trujillo

The Football Business Society at UNM Anderson

The Football Business Society (FBS) was chartered as an official UNM student organization in the spring of 2018. Founded by Anu Somoye (BBA-Accounting) and D’Angelo Ross (BBA), the group was developed to bring together football players majoring in Business Administration with the intent to create networks and stronger identity outside of sport. FBS invites community members and business professionals to share their insights, experience, and expertise.