

SUMMER '11
edition

Business to Business: Breakfast Series features Joel Peterson



All businesses face inflection points - periods where the risk of failure is heightened. Joel Peterson will discuss entrepreneurial leadership and how it is especially required during these critical times. On Tue, Jun 21, starting at 7:30am in the Jackson Student Center, Mr. Peterson will outline how entrepreneurs create and protect value during these moments. Mr. Peterson is the Founder and CEO of Peterson Partners, Chairman of the Board at JetBlue Airways, and a Business Professor at Stanford University. The event is free and open to the public. A light breakfast is provided. Please RSVP at <http://www.mgt.unm.edu/businesstobusiness/rsvp.asp>.

Advanced Math Skills Workshop

This workshop will focus on reviewing the math skills you will use in ALL of your finance classes. The workshop is from 8am to 12pm on Aug 18 and 19 and 9am - 5pm on Aug 20. RSVP at <https://online.mgt.unm.edu/workshop/>. The workshop is free, however, if you RSVP and do **NOT** attend you will be charged \$15.

Congratulations Professor O.C. Ferrell!

By a unanimous vote, Professor O.C.



Ferrell has been named recipient of the 2011 AMS Harold Berkman Service Award. Each year a committee of the Board of Governors of the Academy of Marketing Science (AMS) considers candidates for the Harold Berkman Service Award. This award is one of the most prestigious honors that can be bestowed on a member of the Academy and is reserved for individuals who have distinguished themselves through exemplary long-term service.

Free Business & Professional Writing and Speaking Workshops

The free writing skill workshop will focus on reviewing the writing skills you need to succeed in many of the classes at Anderson. The workshop is Aug 15 from 1pm - 4pm and Aug 16 9am - 12pm.

The free speaking skills workshop, takes place Aug 17 from 1pm - 4pm and will focus on developing communication skills used in both the classroom and business world. This workshop provides hands on speech coaching on how to: structure presentations, research and cite credible sources, manage speech anxiety, and utilize effective nonverbal communication skills. For both workshops RSVP at <https://online.mgt.unm.edu/workshop/>.

Anderson Professor Retires After 22 Years

Regents Professor Jeanne Logsdon is retiring June 30 after 22 years at the Anderson School of Management at UNM. Dr. Logsdon has held the position of a Jack and Donna Rust Professor in



Business Ethics since 2003. Dr. Logsdon received her PhD from the University of California at Berkeley and came to the Anderson School of Management in 1989. At UNM she had the opportunity to teach courses in ethics and social responsibility full-time instead of part-time as she did at Santa Clara University, where she taught before making the move to Albuquerque. Jeanne's last day at Anderson is June 30, but she will continue to work on final reports with students who attended the Washington Campus this past spring. She has served as the faculty coordinator for the Washington Campus Program since 1994. As for what she will miss the most about Anderson, Jeanne says it's the interaction with students, talking with them about ethical issues, career possibilities, and their dreams. She said the one-on-one sessions she had with numerous students over the years were "very rewarding."

BI-WEEKLY SUMMER BULLETIN

ANDERSON BIG SHOTS

Access Means Business Conference - HUGE SUCCESS!

June 9 and 10, Anderson hosted the first ever *Access Means Business Conference* in the Jackson Student Center. The conference focused on needs for individuals with disabilities and how businesses can incorporate these individuals into the workforce and leverage their skills and talents. Anderson professors Dr. Jacobson, Dr. DelCampo and Dr. Hood presented a breakout session on Organizational Human Resource Practices and Inclusion of People with Disabilities. The session explained how employees with disabilities are an asset in the workplace and how business owners can successfully manage employee diversity. The session was popular among Anderson students attending the conference. Kathleen Martinez, Assistant Secretary of Labor, was the featured luncheon speaker.



(L - R) Dr. Jacobson, Dr. DelCampo, Kathleen Martinez, Dr. White, Dr. Hood



Assistant Secretary of Labor Kathleen Martinez



UPCOMING EVENTS

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| Tue, Jun 21 | Business to Business Breakfast Series with Joel Peterson, 7am - 9am, Jackson Center |
| Fri, Jun 24 | EMBA class of 2013 Orientation, Jackson Student Center |
| Thu, Aug 4 | Creative Kitchen: A Taste of Anderson, 5pm - 8pm, University House |
| Aug 15, 16 | Writing Workshop, Mon :1pm - 4pm, Tue: 9am - 12pm, ASM 1065 |
| Wed, Aug 17 | Business and Professional Speaking Workshop, 1pm - 4pm, ASM 1070 |