

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 where his current course focus is on effective management and leadership of growing businesses. The event is free and open to the public. A light breakfast is provided. Please RSVP at <http://www.mgt.unm.edu/businessstobusiness/rsvp.asp>.

### Congratulations to SHRM!

The Society for Human Resource Management (SHRM) UNM Chapter and their faculty advisor Dr. Rob DelCampo were recently recognized with the Superior Merit Award. Less than 10% of the chapters nationwide earn this award and the UNM Chapter received it for the third straight year in a row.

**Marketing Students Take Top Honors**  
Anderson's Undergraduate 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. The winning UNM team of Joel Castor, Dylan Crouch, Templer Horry, John Phan, and Ruby Watkins competed in the finals against students from Syracuse University's S.I. Newhouse School of Public Communications and Ball State University's Miller College of Business on May 12 in San Francisco. The schools were judged by a panel of marketing communication executives from leading companies in the oil and gas industry including BP, Chevron, ConocoPhillips, Exxon Mobil, and Shell Oil.



### Access Means Business Conference

In today's competitive and diverse global economy, businesses cannot afford to overlook individuals with disabilities as a significant component of the workforce and marketplace. The first ever Access Means Business Conference at the Anderson School of Management on June 9 & 10 will give business owners insight into how to advance workforce diversity initiatives and show them how to create a solid business and marketing plan to attract every possible customer. For more information or to register for the conference go to [www.mgt.unm.edu/access](http://www.mgt.unm.edu/access).

### Generational Differences

On May 24 Professor Rob DelCampo presented *Generational Differences* at the Domenici Auditorium at the UNM Health Sciences Center. His presentation looked at the challenges of different generations in the work place and how to best get them to work together. His current book, *Managing the Multi-Generational Workforce: From the GI Generation to the Millennials*, looks at each generation and how they relate to each other and specifically how managers can integrate the new generation – the 'Millennials' into the workplace.



BI-WEEKLY SUMMER BULLETIN

## ANDERSON BIG SHOTS

### 2011 GRADUATION

Congratulations to the 2011 Anderson Graduates! The convocation took place May 14 at the Johnson Center. In the past year the BBA graduation rate at Anderson has increased from 87% to 91%.



### Anderson Celebrates its Golden Grads!

Mesa Vista Hall was a women's dormitory, Tom Popejoy was the University President and William Parish was the Dean of Business Administration. This was the University landscape 50 years ago, when our 1961 Golden Graduates graduated from the Anderson School. Saturday afternoon four of our Golden Grads joined the Dean, students, faculty and the Alumni Relations Officer for an afternoon tea in celebration of their Graduation 50 years ago. Stories and traditions were shared across the table. In 1961, some professors smoked in class, there were only two available classrooms inside Mitchell Hall for our business majors, and testing was done long hand in a Blue Book.

Joining us for breakfast were 1961 Golden Graduate Bob (1961) and Harriet Gerding (1960), Irene Lee (1961) and son Kyle Lee (1997), Paul (1961) and wife Bernie Beatty, Tony Gilbert (1961), Professors Catherine Roster, Steven Yourstone, Jackie Hood, Craig White, Raul De Gouvea, Dean Doug Brown, Development Officer Ernest Rodriguez-Naaz, Alumni Relations Officer Laura Kelley, and Anderson Students Brittany Crail and Nicholas Plazola.

If you are interested in getting together with your Anderson classmates and want to plan your reunion please contact Laura Kelley at [lkelley1@mgt.unm.edu](mailto:lkelley1@mgt.unm.edu) or (505)277-6264.

## UPCOMING EVENTS

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|-----------------|--|
| Mon, Jun 6      | Summer Semester courses begin                            |
| Thu, Jun 9 - 10 | Access Means Business Conference, Jackson Student Center |
| Fri, Jun 24     | EMBA class of 2013 Orientation, Jackson Student Center   |