

Anderson at Work

Digital CRIMESTOPPERS

UNM ANDERSON School of Management

A major collaboration between the Anderson School of Management and the Federal Bureau of Investigation will give UNM students an unparalleled opportunity to get education and internships in the field of Information Assurance.

The nation's second university-based Regional Computer Forensics Laboratory (RCFL) is scheduled to be fully operational at UNM's Science and Technology Park next fall. When that happens, UNM's Information Assurance students will be given unprecedented access into the field of digital forensics.

The NM RCFL will be a one-stop, full service forensics laboratory and training center devoted entirely to the examination of digital evidence in support of criminal investigations. Protection against wrongful computer use is essential to our personal safety and our national security.

Anderson **Professor Alex Seazzu**, Director for UNM's Center for Information Assurance Research and Education (CIARE), says Anderson already offers a computer forensics course that features FBI guest speakers, but the possibilities for students will increase dramatically when the lab opens.

"This will provide UNM students even greater access to internships and careers with the Bureau, in addition to opportunities for research and program development," says Seazzu. "This facility will be available to all levels of students from those with very little experience to our most advanced forensics classes."

Darrin Jones, a supervisory special agent with the FBI, was instrumental in bringing the RCFL to New Mexico. He says the FBI is excited to work with some of the best and brightest young minds at UNM and adds that New Mexico would never have been awarded the RCFL without the strong backing from Professor Seazzu and **Dean Doug Brown**.

"The commitment from Dean Brown and Alex Seazzu was significant," states Jones. "They understand the need for digital forensics at UNM and they

understand how it will benefit students. I can't thank them enough for their long term vision."

"Thanks should also go to **President Schmidly** and to **Vice-President Steve Beffort** and his staff for their strong support and commitment of resources to make this happen," reports Dean Doug Brown

So what is digital forensics? It is the application of science and engineering to the recovery of digital evidence in a legally acceptable method. Examiners use digital investigation and analysis techniques to determine

potential legal evidence by applying their skills on a variety of software programs, different operating systems, varying hard drive sizes, and specific technologies such as personal digital assistants, cell phones, or video

cameras. Examiners are also capable of locating deleted, encrypted or damaged file information that may serve as evidence in a criminal investigation. Criminal investigations can include terrorism, child pornography, crimes of violence, trade secret theft, theft or destruction to intellectual property, financial crime, property crime, internet crimes and fraud.

"This will provide UNM students even greater access to internships and careers with the bureau..."

Bringing the RCFL to NM

The effort to bring the RCFL to New Mexico was a long process that started in 2007. When the FBI sent out a call across the country asking for interested cities to submit a proposal, Agent Jones answered the call. He knew that we had an edge over other applicants in two key areas; the high level of commitment from the law enforcement agencies in the state and the proposed partnership with CIARE, designated as a Center of Academic Excellence in Information Assurance by the Department of Homeland Security and the NSA. Up to this point only one other RCFL had a relationship with a university and that

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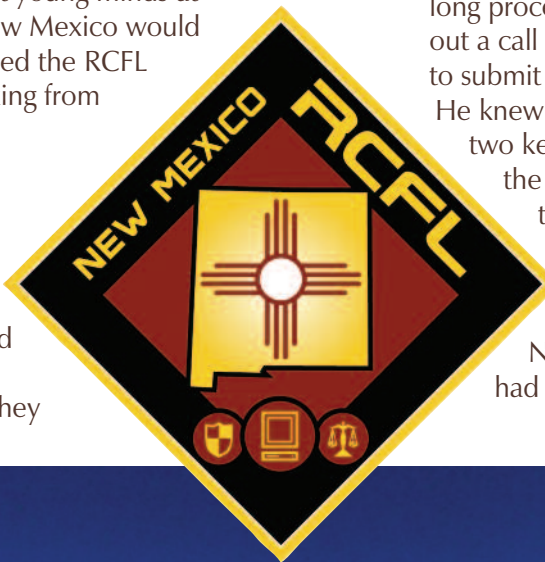


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Digital CRIMESTOPPERS

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partnership was limited. Jones envisioned a much more significant role at UNM that would include courses taught at the facility, internships, and giving students real-world experience working with examiners on actual cases.

On April 28, 2008 the FBI announced that New Mexico was one of two sites selected, having beat out 12 other locations across the country. Jones stresses this would not have happened without the support of UNM President David Schmidly, Dean Brown and Professor Seazzu.

"Dean Brown was indispensable when it came to convincing senior UNM officials the RCFL partnership would be a valuable asset to UNM and its students," says Jones. "There were significant challenges in trying to secure the agreement between UNM and the FBI and it would have fallen apart on several occasions without Doug Brown's intervention."

The other strong argument that helped solidify the deal was the fact that New Mexico's largest law enforcement agencies - Albuquerque Police Department, New Mexico State Police, and the Bernalillo County Sheriff's Department - agreed to assign their digital forensics examiners to the lab full-time. Those examiners are in the process of being trained at the FBI's Academy in Quantico, VA, as well as other RCFL locations across the country.



Professor
Alex Seazzu

What's Next?

There are several key benefits to hosting a Regional Computer Forensics Laboratory at UNM. It will improve the school's ability to attract high quality students who would otherwise not consider attending UNM. It will also provide a workforce for federal, state and local employers looking to hire experienced workers in digital forensics. Finally, it will generate employees to drive advanced areas of the State's and the region's economic development. Professor Seazzu says the lab will also give New Mexico the edge in leading research into network forensics, a field that is developmentally in its infancy and has practical applications in securing the national defense.

Darrin Jones will be the director of the NM RCFL when it opens. He says once the paperwork is finalized, the renovation of the building in UNM's Science and Technology Park will take 60-90 days, with the FBI picking up the entire cost of the project. He says the initial lease with UNM is ten years, but if all goes as planned, it will be around much longer.

"If this works as well as we envision, it will be a huge advancement in digital forensics not only for UNM and the law enforcement agencies, but for the FBI as well." He adds "We hope that by next fall everything will be fully functional with all the agencies and students in place."

For more information on CIARE, visit <http://ia.unm.edu> and to learn more about the Regional Computer Forensics Laboratory Program and the New Mexico lab, visit <http://www.rcfl.org> and <http://www.nmrcfl.org>



A L E T T E R F R O M T H E dean



Photo credit: Kyle Zimmerman

Dear Friends,

The faculty and staff of the Anderson School of Management are dedicated to excellence in teaching, research, and service. This commitment is focused on ensuring the success of our 1,600 students. And while they are all important, I would like to take this opportunity to shine a spotlight on our growing service component. We see our commitment to service as an important connection between the Anderson School and the community.

This fall the school sponsored its first Non-Profit Day as a way to bring community non-profit organizations together with UNM students, faculty and staff. Several of our Anderson professors gave presentations highlighting the role of non-profits in the community, and attendees learned about employment and volunteer opportunities with non-profit agencies. **LaDonna Hopkins** from the United Way of Central New Mexico was our keynote speaker giving us an update on the substantial philanthropy in New Mexico. The event was organized by **Professor Raul DeGouvea** who has already started planning next year's event.

I am pleased to announce that several of Anderson's professors and I have joined together to form the school's first Speaker's Bureau to address service and professional groups. Find out more at <http://www.mgt.unm.edu/>.

Two new initiatives that I am proud to be associated with are the new Anderson internship program and a mentoring program. We are in the process of developing relationships with local businesses who will create mentorships and internships in a nurturing environment to enhance student success. Once in place students in the program will receive academic credit. We believe this is a win-win situation. Businesses get to work side-by-side with our talented students and our students get the benefit of their expertise. These joint efforts will allow our students to hit the ground running after graduation.

We are also excited about the progress of our brand new Anderson School Alumni Association. We welcome you to join the 13,000 Anderson alumni who will be there to help you on your journey.

It's been a dream job for me – to spend my days in the midst of the energy, talent, and commitment of Anderson students, faculty, and staff.

Douglas M. Brown
Dean

ANDERSON ALUMNI RELATIONS

Get Connected!

The Anderson School welcomes **Laura Kelley** as its new Alumni Relations Manager. Laura comes to Anderson from the UNM Alumni Relations office where she worked as a program coordinator for

two years while attending graduate school. Laura is creating new ways for Anderson alumni to stay connected with the School through social networking sites and an increased alumni presence on the Anderson website. Laura will also organize reunions, networking events, class gifts, and other activities to encourage graduates to re-connect with former classmates.

"I'm really excited to have the opportunity to connect Anderson alumni back

www.mgt.unm.edu/alumni

www.facebook.com, **UNM - Anderson School of Management Alumni Association**

www.linkedin.com, **Anderson Alumni Network @ UNM**

to their alma mater," says Kelley. "Staying involved after graduation builds a sense of community for Anderson alums, students, and faculty." Anderson Alums can get involved by updating their contact information on the Anderson listserve at www.mgt.unm.edu/alumni. They can also sign up on the Anderson Facebook and LinkedIn sites. Regardless of where you sign up, Laura says it is important to get connected.

"Staying connected with Anderson is a great way to stay updated on what our students are doing, continue lifelong friendships, and give back to their Anderson community."



The Executive MBA Program's Diversity of Talented Students

Every other weekend a group of top businessmen and businesswomen from across New Mexico come to the Anderson School of Management for two five-hour meetings with Anderson's professors. These business people are from all walks of U.S. professional life plus France, Mexico, Taiwan, Hungary, and other countries. Are they coming for a board meeting, a conference, or a regulatory committee meeting? No! They are students in **Anderson's Executive MBA (EMBA) Program**. Because the Executive MBA is designed specifically for working professionals, the program attracts a diverse group including doctors, executives, scientists, accountants, engineers, middle managers, CEOs, financial analysts, entrepreneurs, and others. The most recent EMBA class includes the current Dean of Graduate Studies and the former Dean of the School of Engineering at UNM. More than 40% of the people in the EMBA program already have another Master's Degree, a Ph.D., or an M.D.

The strength of the Executive MBA program, however, stems not only from the individual merits of the people who attend, but also from the diversity of expertise and backgrounds of the group as a whole. Employees of more than 75 top businesses and organizations from New Mexico and elsewhere participated in the EMBA program in 2009. Further, UNM-Anderson's program has one of the best balances of gender and ethnic backgrounds of any program in the United States. Nearly 40% of EMBA students are women (the national average is 20%), and minorities account for almost half of the EMBA student population.

Other EMBA students do not have a formal business education or come from a corporate background. Rather they come from the arts and sciences, academia, non-profits and small businesses, bringing with them a different world view and alternative ways of analyzing business situations (although many would tell you that they bring their "Street-MBA" with them into the program).

The EMBA program's cohort format amplifies the benefits of having such a diverse student population because each student shares his or her own knowledge and experiences with the group, allowing every student to absorb a rich blend of expertise. The dynamic of working with the same individuals for two years also allows for a tight-knit community and a valuable network of personal and professional friendships. The EMBA program features a 10-day International Residency during which students study in a foreign country and gain unmatched insight into the global business issues increasingly faced by organizations.

The EMBA program begins once each year, with the next program starting on June 25, 2010. If you are interested in applying to the next EMBA Class, you may submit an application at any time. April 1, 2010 is the application deadline for best consideration. Submit a complete application by the early admission deadline of January 15, 2010 and you will be eligible for last year's program cost, a savings of \$3,120.

For more information about the EMBA program, please contact Greg Molecke at (505) 277-2525, molecke@mgt.unm.edu, or visit the website at <http://emba.mgt.unm.edu>. ■■■



EMBA Class of 2009 is Starting a New Tradition

At graduation, class speaker **Leslie Hoffman** announced the class would like to "pay forward" the gifts they have been given by creating an EMBA scholarship fund.

The Perseverance Fund would make a cash stipend available annually to an EMBA student who is going through a life-altering event. The recipient would be nominated by classmates with the hope the funds will help that student persevere through rough waters.

The fund was dedicated to 2009 EMBA graduate **Paul Cravens** who overcame through several personal tragedies. His classmates called him a "life-changing symbol of good" and Hoffman said they will forever be in his debt for his friendship, support, and setting an incredible example. ■■■



Dear Friend of Anderson,

As I begin my term as Chair of the Anderson Foundation Board I am optimistic this will be an outstanding year.

I applaud the generosity of Anderson Marketing Professors Linda and O.C. Ferrell. Their gift of \$50,000 to endow the Student Marketing Center will ensure our students get the best education possible. The Ferrells' gift will be matched dollar for dollar by the Anderson School of Management Foundation and the total of \$100,000 in funds will provide programmatic support in perpetuity for the Marketing Center and marketing program. One of the goals of The Anderson Foundation Board is to support successful student programs and initiatives and we are thrilled to play a key role in providing this ongoing source of support.

As I write this letter, the Selection Committee is hard at work narrowing down the list of nominees for next year's Hall of Fame celebration. The honorees will be recognized on March 9 in the UNM Student Union building (SUB). Make plans now to attend this special event, now in its 21st year.

The Board is working with Dean Brown to reach out to Anderson students in new and exciting ways. The Dean is establishing mentorship and internship programs and has asked members of the Board to participate as mentors and by offering internship opportunities in our companies. We are, of course, happy to help out and look forward to working closely with our bright students.

And finally, Anderson's newly created Speakers Bureau is offering its talented professors to be luncheon speakers at various service and professional groups in the community. If your organization is in need of a speaker you can find out more about available faculty members and topics at <http://www.mgt.unm.edu/>.

On behalf of the Anderson Foundation Board, I look forward to your thoughts and ideas as we move forward over the coming year.

Sincerely,



Deborah Gorenz
Anderson Foundation Board Chair



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The following individuals and organizations have generously contributed \$100 or more to the Anderson School of Management between 05/15/2009 and 11/30/2009, excluding matching gifts. The Anderson School thanks these donors for their support. For more information on how to donate to Anderson please contact the Development Office at 505-277-7114.

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UNM Professors Establish Marketing Endowment Initiative

Anderson's Marketing Program and Student Marketing Center will benefit from a generous donation from Marketing Professors **Linda** and **O.C. Ferrell**.

The Ferrells have donated \$50,000 to establish the Marketing Endowment Initiative. The Initiative will provide programmatic support in perpetuity, allowing Anderson to recruit outstanding marketing students with a GPA of 3.5 or above and provide one or two \$500 scholarships annually. It will add and replace equipment and research software for the Student Marketing Center as needed and be used to send students to national and regional competitions and conferences.

"We thought this was an opportunity to make a difference and to help support faculty and students who are focused on excellence and relevance in their academic experience," said O.C. and Linda Ferrell.

Their gift will be matched dollar for dollar by the Anderson School of Management Foundation.

"We are excited to play a key role in providing an ongoing source of support for a program that in recent years has garnered national recognition for the Anderson School," said Anderson Foundation Board Chair **Deborah Gorenz**. She adds that one of the goals of the Board is to support successful student programs and initiatives.

Marketing, Information & Decision Sciences Department Chair **Steve Yourstone** says, "this serves as a real validation of the performance of our students with Cadillac National Case Study Competition wins in 2005 and 2006 among our MBA program and a first place finish in the 2007 'Project Acceleration: The Subaru Impreza Collegiate Challenge.'"

Marketing Professor **John Benavidez** says Anderson students will now have the best learning environment possible for many years to come.

"The endowment supports our goal of becoming a top public university marketing program and helps to ensure that our students will continue to have opportunities to participate in real-world learning experiences."

Dr. Linda Ferrell is an Associate Professor of Marketing and the Albert and Mary Jane Black Professor in Economic Development. She has

an extensive body of published work in key scholarly journals such as the *Journal of Public Policy & Marketing* and many others.

She is co-author, with O.C. Ferrell, of the most widely adopted business ethics textbook, with over 550 universities currently using it. She and O.C. Ferrell also speak nationally and internationally on business ethics and lectured at over 30 universities in the last four years. She is the ethics content expert for the AACSB Ethics Education Resource Center and is on the American Marketing Association Ethics Committee.

Dr. O.C. Ferrell is a Professor of Marketing and the Creative Enterprise Scholar at Anderson. He is past president of the Academic Council of the American Marketing Association (AMA) and chaired the AMA Ethics committee twice. He is the co-author of 17 books and more than 75 articles, including publications in the top marketing journals such as the *Journal of Marketing* and *Journal of Marketing Research*. Anderson Dean Doug Brown says this type of commitment by faculty members is inspiring and believes it symbolizes the kind of commitment Anderson faculty bring to their students. ■■■



O.C. and Linda Ferrell

HALL of FAME

SAVE THE DATE !

Don't miss the 21st annual Anderson Hall of Fame ceremony and dinner on Tuesday, March 9, 2010. The Hall of Fame honors alumni whose distinguished careers serve as a model to the next generation of business leaders. Anderson also recognizes outstanding young alumni under the age of 40 who have distinguished themselves in the short time since graduating from the Anderson School and may be future Hall of Fame inductees. This year's theme is "Today's Challenges, Tomorrow's Leaders" and the celebration is sure to rival last year's capacity crowd.

Alumni candidates are selected for their commitment to continuing education and community service matched by their professional success. The recipient of the 2009 Faculty Community Leadership Award will also be recognized at the annual event.

Corporate table sponsorships are available at \$700 for a table of ten. Individual tickets are \$75. To make reservations or to inquire about sponsorship opportunities, contact Tina Armijo in the Development Office at (505) 277-6413 or email armijo@mgt.unm.edu. ■■■



2009 Hall of Fame

Successful Technology Business Plan Competition Kick-Off!

It was an impressive gathering of students and community leaders at the 2009 UNM Technology Business Plan Competition Kick-Off Reception on Wednesday, September 30. The kick-off event at the Anderson School Jackson Student Center gave UNM students the opportunity to learn more about creating a business plan for a high-tech startup firm and compete for tens of thousands of dollars in prize money.

Distinguished Professor Sul Kassicieh, founder of the competition, introduced students to the community leaders who offer resources and support to the UNM Technology Business Plan Competition, now in its fifth year.

The competition encourages students from all UNM schools and colleges to collaborate on teams that commercialize technology products developed at UNM, Sandia National Labs, Los Alamos National Lab, or elsewhere in the state. These student-owned startup firms bring inventions from lab to market and have the potential to boost economic development in New Mexico.

Top prize for the competition is the \$25,000 Michael Gallegos (AMPC) Prize for Entrepreneurship. Thanks to Sherman McCorkle, TVC Lockheed Martin, for sponsoring the \$10,000 second place prize, and vSpring Capital and Gavin Christensen for offering the third place \$5,000 prize. Other valued business and community supporters of the competition include American Property Management Corporation – APMC; the NM Workforce Innovation in Regional Economic Development – WIRED - Initiative, and Gregory Scheib; The Technology Innovation Program (TIP) Endowment, and Raymond Radosevich; the Miller Financial Group of Northwestern Mutual Financial Network; Bank of the West; Brownstein Hyatt Farber Schreck; EPIC Ventures; and Flywheel Ventures.

The 2010 UNM Technology Business Plan Competition will take place on Friday, April 16, 2010, and the winners will be announced that evening at the awards reception and banquet.

There is still time for students to get involved. For more information go to <http://techbizplan.mgt.unm.edu> or contact Program Manager Jennifer Bayley at bayley@mgt.unm.edu. ■■■



Distinguished Professor Sul Kassicieh

MBA Management of Technology

J.B. TUTTLE: AN AWARD WINNER AT 2009 COMS Conference in Copenhagen, Denmark

J.B. Tuttle, MBA Management of Technology/MOT, was an award winner at the 2009 COMS Conference in Copenhagen, Denmark in August. His paper entitled "Technology Transfer Another Way: The Journey of a Surrogate Entrepreneur" earned the 2nd Place Best Young Presenter Award and was the only North American submission to win such an award.

Tuttle and his team MicroHound were with winners of the first place \$25,000 Michael Gallegos Prize for Entrepreneurship in last year's UNM Technology Business Plan Competition. He says participating in the international conference was a prime opportunity to see what other countries are up to with technology development and commercialization.

"Various cultural and socio-political drivers bring about an array of different technology and business paradigms," said J.B. "COMS brings all of these perspectives together for a single international exchange. I am proud to have taken a small part and represented the Anderson School. I'd like to thank Dr. Walsh and the MOT Concentration for granting me the opportunity."

Professor Steve Walsh encouraged Tuttle to attend the conference. "J.B. is one of the finest students in the Anderson School and his business plan team was excellent," said Professor Walsh. "We should reward hard work and excellence. A venue for him to present against the world's best was offered and we felt obligated to the School to have him present. It has been a privilege to work with him."

The COMS Conference is largest joint micro and nanotechnology event in the world. ■■■



Giving Back

Marketing Professor Howard Kraye has a unique approach to teaching his Management 489 class; he says the best education he can give his students is getting them out of the classroom and into the real world. This past semester the students were placed on five teams and given the goal of planning and putting on an event with the profits designated for a local charity of their choice. The students were graded on how many people came to the event and the quality of the event. Professor Kraye says that while there was no specific amount of money they had to raise, the teams were encouraged to raise as much as possible for the charity they chose. The students came up with a range of projects including a comedy show, BINGO tournament, 3-on-3 basketball tournament, and an art show. All the projects were a success. The students turned nearly \$10,000 over to the local charities. Professor Kraye says the

projects teach the students how to market in the "real world", the importance of team organization, giving back to the community, and hones the skills they will need in all aspects of their careers. ■■■



Manufacturing Systems Management Class

It's the start of the fall semester. The students in **Professor Howard Kraye's** Management 434 class are given their assignment: conceive and design a new product with parts from two foreign and two U.S. suppliers, manufacture the product, market it, and sell it for a profit. And they must be successful in their endeavor in only 16 weeks or they will fail the class. The products they develop range from scarves to beanie hats, reusable bags, to laptop computer cases, and drawstring backpacks to baseball hats. Professor Kraye says the focus was to give the students practical experience in setting up a manufacturing operation and developing global and domestic supply chains. He stresses that theory and practice are not the same, saying what can make perfect sense on paper sometimes doesn't work in the "real" business world. After repaying all the initial \$6,000 capitalization, five local charities (Susan G. Komen for the Cure, Albuquerque Humane Society of New Mexico, Mothers Against Drunk Driving, and UNM Children's Hospital) received a share of the \$1,500 profit the class made from the sale of their products. ■■■



ACTIVITIES



Dr. Robert Cooper

Winning in a Changing World

On September 17th, leadership advisor **Dr. Robert Cooper** impressed a packed Jackson Student Center crowd with his presentation, "Winning in a Changing World: Five Keys to Exceeding Everyone's Expectations." His talk was part of the *Anderson Business to Business Breakfast Series* and was made possible by support from **Northwestern Mutual – The Miller Financial Group**.

Financial Reform and Implications on The American Economy

Dr. George Kaufman discussed the Obama Administration's pending financial reforms and their implications for the American economy at the *Anderson Business to Business Breakfast Series* on Friday, November 13. He spoke to the standing room only audience about the financial turmoil and identified the pros and cons of the reforms. Dr. Kaufman is the John F. Smith Professor of Finance and Economics and Director of the Center for Financial and Policy Studies in the School of Business Administration, Loyola University, Chicago.



Dean Doug Brown, Dr. George Kaufman and Dr. Jerry Albaum

The FBI Invites Group of Marketing Students to Quantico, VA

The FBI invited a group of marketing students to Quantico, VA to deliver a recruitment marketing presentation to their top brass, including the assistant director. The students in **Professor John Benavidez's** undergraduate advertising campaigns course presented the results from their recently completed recruitment marketing campaign for the Federal Bureau of Investigation on December 17. The FBI extended the invitation to the students after being impressed by the success of their campaign!



The Water, Innovation, Technology & Sustainability Conference

The Water, Innovation, Technology, & Sustainability (WITS) Conference was held November 23-24 in the city of Manaus, State of Amazonas, Brazil. The 2009 WITS Conference is organized by Co-Chairs **Dr. Raul Gouvea** and **Dr. Sul Kassiech** from the UNM Anderson School of Management.

The Conference enhances UNM's international relationships by providing professional growth and development, the opportunity to present company innovation and academic research to professionals from around the world, international networking, and the chance to learn about the latest trends in water technology/ innovation and sustainable strategies. More than 400 professors and professionals from 15 nations attended, and 46 papers were presented.



FACULTY NEWS



Professor Catherine Roster

Professor Catherine Roster, Associate Professor, Marketing, received the 2009 Exceptional Reviewer Award for Buyer Behavior from the Senior Editorial Board of the *Journal of Business Research*. The award will be presented to Dr. Roster at the Society for Marketing Advances 2009 Conference in New Orleans. Dr. Roster has also been invited by the JBR's Editor in-Chief to write an editorial about authoring important scientific journal articles from a reviewer's perspective to be published in JBR next year.

The October issue of *Decision Line* announced that **Professor Robert Luo's** research paper, "The Domain Name System — Past, Present, and Future," was identified as a Distinguished Track Paper in the Information Systems track at the 2009 Decision Sciences Institute Annual Meeting. In addition he was invited to discuss Web 2.0/Social Networking research in a panel on Social Networking at the DSI meeting.

Dean Doug Brown offered free subscriptions to *BusinessWeek* to students this past semester. The magazine allows students to stay up-to-date on important business issues and gives them valuable resources to enhance their business studies; 190 students took advantage of this opportunity.

Anderson faculty members have joined together to establish a **Speaker's Bureau**. This group of talented professors is available to speak at various service and professional groups in the community. For more information on speakers and their expertise, or to request a speaker, visit <http://www.mgt.unm.edu/>



Professor Ann Brooks

Professor Ann Brooks will be the chair of the Anderson Scholarship Committee, starting in academic year 2010-2011. She will work with the current chair **Professor Ken Baker** this academic year to ensure a smooth transition.

KPMG Professor Joni Young has been appointed to the editorial board of *Contemporary Accounting Research* (CAR), effective May 2010. CAR is a highly regarded academic journal that publishes leading-edge research examining all aspects of accounting's various roles within organizations, markets or society. The journal is frequently ranked among the top five academic accounting journals. In addition to this appointment, Professor Young already serves on the editorial board of another top accounting journal, *Accounting, Organizations and Society*, as well as on the editorial boards of several other well-regarded journals: *Accounting Auditing and Accountability Journal*, *Accounting and the Public Interest*, *Accounting History*, and the *Accounting Historian's Journal*.

On September 9, 2009, **Dean Brown** and **Professor Sarah Smith** accepted a check from the Samaritan Counseling Center of Albuquerque (SCC) in the amount of \$5,659. This generous gift was a part of the proceeds from SCC's annual "New Mexico Ethics in Business Awards" event held earlier this year. In the 10 years since the Ethics in Business Awards program started, Samaritan has contributed 10% of the event proceeds to a special Anderson School endowment. This year, as a result of SCC's gift, Anderson School students **Kyle Hillman** and **Elizabeth Lucero** were able to participate in an International Ethics Case competition held October 22-25 at the Eller College of Management, University of Arizona.

Professor Jeanne Logsdon and her graduate assistant **Jonathan Bundy** were the recipients of "Outstanding Newcomer Award" at the North American Case Research Association (NACRA) for their case study of Southwest Creations Collaborative. The award is given to participants new to the case research organization for preparing the best case at the annual conference. They received constructive comments about how to improve the case for use in classes and submitted the final version to a scholarly journal on December 1. Jonathan Bundy co-authored the case in 2008-09 while serving as Dr. Logsdon's graduate assistant. He began his doctoral program in strategic management at the University of Georgia this past fall.

The Anderson School of Management at the University of New Mexico is pleased to announce two faculty promotions. **Dante DiGregorio**, Albert & Mary Jane Black Professor in Economic Development, was granted tenure and promoted to the rank of Associate Professor. **Craig White**, Grant Thornton Professor of Accounting, was promoted to the rank of full Professor. The promotions were announced by **Provost Suzanne Ortega**, who said "these accomplishments enhance the reputation of the University and bring honor to the campus." Additionally, Professor White is the new Anderson Accounting Department Chair, a position most recently held by



Professor Joni Young



Professor Robert Luo

KPMG Professor **Joni Young**.

Professor Charles Crespy organized a very successful summer program for students from the University of Queretaro, Mexico. The CIDESI/Queretaro program is an important element in the Anderson School's international educational initiatives.



Professor Dante DiGregorio



Professor Craig White

in memory of



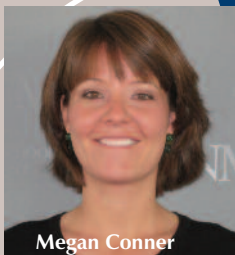
Chief Justice (Ret.) Gene E. Franchini

2008 Anderson Hall of Fame honoree Chief Justice (Ret.) Gene E. Franchini passed away on November 4 while speaking to a law class at the UNM School of Law. Justice Franchini received his BBA degree from the Anderson School in 1957. He went on to attend law school at Georgetown University and was admitted to practice in all state and federal courts in New Mexico in 1960. He was a member of the bar for nearly 50 years and served as the Chief Justice of the New Mexico State Supreme Court. New Mexico Supreme Court Chief Justice Edward Chávez said Franchini had an unmatched, energetic love for the justice system. His funeral was held at Our Lady of Fatima Catholic Church in Albuquerque.



Eileen M. Fridline

Eileen M. Fridline passed away a few months after being profiled in the last issue of the Anderson newsletter. Eileen was proud of accomplishing her college education alongside Ken, her husband of 25 years, where they obtained their degrees from the University of New Mexico after taking one or two classes at a time as adult students. Eileen and Ken went on to establish a scholarship fund for non-traditional students at Anderson, saying they "hoped it would provide incentive for other non-traditional students to pursue their dreams, even if it takes a little longer." Anderson Development Officer **Ernest Rodriguez-Naaz** says the Anderson community will miss Eileen. "Eileen was a special person and I had the privilege of working with her on creating the first ever endowed scholarship earmarked for non-traditional Anderson students." A celebration of Eileen's life was held on Sunday, November 8 in Albuquerque.



Megan Conner



Professor Raul DeGouvea, Board Member Betsy Carlson



(l-r) Anderson Advisors: Theresa Torres, Loyola Chastain, Mary Huskey, Megan Conner



AIBA Panel

Data Management Group. The event was well attended.

Anderson welcomes new Graduate Student Advisor **Megan Conner**. Megan works with Anderson students in the MBA & MACCT programs, advising students on program requirements, curriculum questions, graduation applications, etc. She is from Roswell and received her bachelor's and master's degrees from New Mexico State University.

Faculty members attended a reception hosted by the Anderson Foundation Board at the home of Foundation member **Betsy Carlson**. The early December gathering was an opportunity for board members to visit with the Anderson faculty.

Career Management in Challenging Times Did you know that you have lifetime access to Career Services both at Anderson 277-8870 and UNM Career Services 277-2531. Maybe you've been downsized or maybe you are thinking about a career change, we can help! You can meet individually with a career professional to discuss any career issue. You are also able to attend any of the career events or programs we host. Are you thinking about making a job or career change but not sure what you want to do, make an appointment with UNM Career Services 277-2531 to take the Myers-Briggs type indicator and/or Strong Interest Inventory. Register in NMCareermatch.com for jobs within New Mexico and **Lobo Career Connection**, UNM's job posting and recruitment system for national and New Mexico jobs. Check out www.jobs.mgt.unm.edu to see upcoming events, tools to research companies and other valuable information.

Anderson FOCUS

Hispanic Business Magazine named the UNM Anderson School of Management as one of the top 10 Graduate Business schools for Hispanics. In the September 2009 issue of the magazine, Anderson was ranked as the **nation's sixth best business school for Hispanic students**. The Anderson School is proud of a diverse student body that reflects the ethnic makeup of our state. Active involvement of faculty and students in the Hispanic Business Student Association and the Association of Latino Professionals in Finance and Accounting provide Hispanic students with a cultural community which encourages excellence in scholarship and service.

Anderson has demonstrated significant leadership in integrating social, environmental and ethical issues into its MBA program. The school was **ranked 19th on a list of Top 100 business schools** in the Aspen Institute's 2009-2010 edition of **Beyond Grey Pinstripes**, a biennial survey and alternative ranking of business schools. "I applaud the Aspen Institute for encouraging business schools to acknowledge their debt to society," said Anderson Dean Doug Brown. "It not only broadens our perspective, but it extends our horizons."

Anderson hosted its first **Non-Profit Day** on November 3. The event allowed students to learn about what opportunities are available to them in non-profit agencies. There were several presentations by Anderson faculty and the keynote speaker was LaDonna Hopkins from the United Way of Central New Mexico.

Dean Brown joined other campus deans at Welcome Back Days in August in serving ice cream to students. The event gives students the opportunity to meet the deans and faculty of the various degree programs at UNM.

The Anderson advisors attended the **National Academic Advising Association Annual Conference** in San Antonio this fall. During the week-long conference they networked with other advisors from across the country and explored new research in the advising field. The conference offers new and innovative ideas on how the advisors can better serve Anderson's undergraduate and graduate students.

The winner of the **3rd Anderson Club Challenge** is... **Delta Sigma Pi!** Several student organizations and teams competed in the Club Challenge in four different events including a general business knowledge Jeopardy-style quiz show. The winning trophy, known as the **The Dean's Cup**, was engraved with the winning club's name and is currently on display at the Anderson School.

The Academic Relations Committee of the Albuquerque Chapter of the Institute of Internal Auditors (IIA) awarded \$1,000 in undergraduate scholarships this year. Scholarship applications were sent to all New Mexico universities. The committee evaluated the applications and selected Anderson undergraduates **Larissa Gonzales** and **Traci Durgin**. Each received a \$500 undergraduate award at the 2009 Member Appreciation Celebration in December.

In conjunction with UNM Native American Heritage Month, the American Indian Business Association and AIBA Coordinator Jaye Francis from Anderson, organized a **panel of Native American entrepreneurs** to share their experiences and to impart wisdom as to what made them successful in their individual businesses. The panelists were, Mr. David Melton, CEO of Sacred Power Corporation, Ms. Gina Euell, President of Exhibit Solutions, Inc., Ms. Michele Justice, President of Personnel Security Consultants, and Mr. Russell Pedro, President of



Dean Brown serving ice cream.



Delta Sigma Pi

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