



UNM
ANDERSON SCHOOL
of MANAGEMENT

Anderson School of Management

RICK AND DEBBIE
JOHNSON

MARKETING
CENTER

winter 2012

Rick and Debbie Johnson Marketing Center

McKinnon Endowed Scholarship & Gift

IKEEP in Kenya, Africa



Thoughts from Dean Doug Brown

Anderson students, faculty, and staff have achieved so much – as highlighted throughout this newsletter. For us to accomplish our goals, though, we must harness our efforts to those goals, and we must periodically re-visit our goals to ensure that they continue to serve the needs of our students and the business community.

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

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

“These efforts will involve all hands at Anderson, but will lead to a refreshed approach and an even brighter future.”



UNM kicked off the Technology Business Plan Competition 9.27.11.



Dean Brown and Dr. Jeanne Logsdon celebrate her scholarship.



ALPFA-UNM students received the Student Regional Chapter of the Year award at National Convention.

Launching new business

Entrepreneurial challenges bring new technology businesses to New Mexico.

For the first time ever, the Anderson School is conducting the UNM Technology Business Plan Competition and the UNM Entrepreneurial Challenge on the same day. The informational reception for the Competition and the Challenge took place on September 27, kicking off a full-academic-year cycle of events leading up to the April 20, 2012 competitions and awards banquet.

The intent of the UNM Entrepreneurial Challenge, now in its second year, is to support new businesses which can be funded through conventional investment. The UNM Technology Business Plan Competition is designed to encourage UNM students to collaborate on teams that commercialize technology products developed at UNM, Sandia National Labs, Los Alamos National Lab, and elsewhere. These student-owned startup firms bring inventions from lab to market and boost economic development in New Mexico. Last year more than \$55,000 in prize money was handed out to the winning teams.

Supporters of the UNM Technology Business Plan Competition include Lockheed Martin, Technology Ventures Corporation (TVC), Sandia National Laboratories, PNM, Los Alamos National Laboratory, the City of Albuquerque, the Technology Innovation Program Endowment, vSpring Capital and its KickStart Seed Fund, Sun Mountain Capital, Peacock Myers, and Brownstein Hyatt Farber Schreck.

Sponsors of the Entrepreneurial Challenge, which is partially funded by the McCune Foundation, include Don Chalmers and Don Chalmers Ford, Altela, Inc., the Northwestern Mutual Financial Network, the New Mexico Gas Company, and ACCION. For more information, please visit <http://csed.mgt.unm.edu>.

Endowed Scholarship Announced

Dr. Jeanne Logsdon recognized

This past June, Jeanne Logsdon, Regents Professor and Jack and Donna Rust Professor in Business Ethics, retired after 22 years at the Anderson School. Dr. Logsdon was in attendance at the Anderson sponsored production of **How to Succeed in Business Without Really Trying** when Dean Doug Brown and Development Officer Ernest Rodriguez-Naaz surprised her by announcing an endowed scholarship in her name. The Jeanne Logsdon Washington Campus Endowed Scholarship honors Dr. Logsdon for the 17 years she served as the faculty coordinator for the MBA program. Dean Brown said,

“Jeanne has set a high standard of personal performance and has devoted herself to the development of junior faculty as well as a generation of students.”

The night of the event nearly \$13,000 in scholarship donations was raised, which will go to the newly named endowment. The Jeanne Logsdon Washington Campus Endowed Scholarship helps students defray some of the costs of attending the Washington Campus program. This program includes participation from 16 leading universities and provides invaluable exposure to students about how various branches of the federal government work. To make a contribution to this very worthy scholarship contact Ernest Rodriguez-Naaz at 505-277-7114 or ernaaz@unm.edu.

ALPFA-UNM Chapter of the Year

The Association of Latino Professional in Finance & Accounting (ALPFA-UNM) received the Student Regional Chapter of the Year Award at the 2011 ALPFA National Convention. The chapter was recognized for exhibiting a solid and cohesive team environment and demonstrating leadership in the community by holding and participating in diversity events. Anderson Advisor Norman Colter and 21 members from UNM attended the convention, including four students who also competed in the KPMG Case Study Competition.

Rick & Debbie Johnson Marketing Center @ UNM Anderson



Marketing students at the Anderson School have one of the best educational facilities in New Mexico in the newly named Rick and Debbie Johnson Marketing Center. The state-of-the-art studio and learning facility provides students enrolled in upper-division marketing courses with the latest technological advances in the marketing industry. The new name was made official on August 4 at the Taste of Anderson, Creative Kitchen. The Culinary Event honored the couple who started the Rick Johnson and Company ad agency in Albuquerque in the 70s and made it one of the top firms in the Western United States.

"It is befitting to have this learning center named in honor of Rick and Debbie Johnson, a couple who dedicated their careers to advancing the marketing profession in Albuquerque and throughout the Southwest," said Anderson Marketing Professor John Benavidez. "Their legacy will continue to impact future generations of marketing students who will benefit from having access to the same tools used by professionals in multinational, advertising, marketing and media companies."

Many of Benavidez's marketing students volunteered at the event, which featured culinary creations by 15 local restaurants.

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

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

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

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

The Anderson Marketing Program, which has a history of beating top-flight colleges and universities in national competitions, is looking to add to its many successes.

In May, marketing students took top honors in *Energy Tomorrow: America's Challenge*, a national marketing case study competition sponsored by the American Petroleum Institute (API) that included 27 teams from

universities across the country. Professors John Benavidez and Dr. Catherine Roster mentored the students in Benavidez's senior-level course in promotion management throughout the semester-long competition.

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

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

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

If you would like to contribute to the Rick and Debbie Johnson Marketing Center contact Ernest Rodriguez-Naaz in the UNM Anderson Development Office at ernaaz@unm.edu.



Beta Alpha Psi Award Winners

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

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

"The team put in a large amount of time further developing the concept, putting together the presentation, and seeking input from the professional community. This preparation was evident in the result."

said Anderson Accounting Department Chair and faculty advisor Craig White. He says the win is a result of the students' hard work.

The Future of Energy

Anderson students impact fuel industry awareness at national marketing competition.

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

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



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

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

These are exciting times in the oil and gas industry as it continues to make giant strides as we move toward developing new forms of alternative energy sources.

Anderson Alumni Generosity



Students at the Anderson School of Management have an even brighter future, thanks to the generosity of Sonnet and Ian McKinnon. This year the native New Mexicans committed \$7.5 million to UNM, in the largest single gift ever made to the university by living individuals. \$5 million will come to the Anderson School for future facility improvements.

The McKinnons both grew up in Albuquerque. Sonnet McKinnon, formerly Sonnet Goodenough, is a 1993 alumna of the Anderson School of Management,

and Ian is a graduate of the Albuquerque Academy and serves on their Board of Trustees. He earned a BA from Occidental College, an MBA from Harvard Business School, and was a finalist for both the Rhodes and Marshall Scholarships. He is now managing partner of Ziff Brothers Investments (ZBI) in New York City.

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

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

University Arena will receive \$1 million to provide financial support to its recently completed renovation and the UNM Tennis

Facility will receive \$1.2 million in support from the McKinnons' gift. The couple also allocated \$300,000 to establish an endowment for scholarships or internships in honor of brothers Alan and Loren Dils. Loren is a former assistant Tennis Coach who retired as director of the Lobo Tennis Club earlier this year, and Alan is currently a coach for the UNM Tennis program.

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

"Sonnet and Ian's gift will enable Anderson to provide New Mexico's students with the resources, technology and facilities they will need to succeed in the future,"

said Brown. "Their shining example will serve as a beacon to attract support for all facets of the University."

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

CHANGEAGENT

MISSION: POSSIBLE

Confidential ALUMNI message:

Your mission, should you choose to accept it, **Return to campus for the . . .**

2012 Alumni Reunion Weekend March 23 & 24th!

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

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

There is something for every Lobo!

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

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

The Anderson School of Management Foundation Board invites you to become a **"Change Agent"** as we honor the 2012 Hall of Fame inductees and celebrate Anderson's partnership with the new Regional Computer Forensics Lab at the:

23rd Annual UNM Anderson School of Management Hall of Fame

Friday, March 23, 2012

Embassy Suites Hotel

Cocktail Reception 6 p.m. ♦ Dinner & Induction Ceremony 7 p.m.

2012 Hall of Fame Inductees:

Larry Abraham, Los Ranchos de Albuquerque
Don Clampitt, Clampitt Paper
Terri Giron-Gordon, GenQuest, Inc.

Young Alumni Award:

Adam Harrington, HB Construction
Justine Meehan, Wells Fargo Bank
Adam Trubow, TAL Realty

Faculty Community Leadership Award:

Ann K. Brooks, M.Acc.

Distinguished Service Award:

French
Funeral - Cremation

For more information, visit
www.mgt.unm.edu/hof



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“It was the best experience of my undergraduate studies.”

Those are the words of Anderson student Patrick Hamm who travelled to Africa to work as a financial business consultant as part of the Anderson School’s Ivan Karp Emerging Economies Project (IKEEP).

out of AFRICA

Anderson students assist emerging economies

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

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

professionals in New Mexico and the world. Sending the students to Kenya was the first step in that direction.

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

The financing and organizing aspects of the trip came from the generous support of Corinne Kratz and Ivan Karp, two world-renowned anthropologists, and Peter Zandan, a well-respected PR strategist and entrepreneur. Dr. Karp, Corinne’s husband, recently passed away in Albuquerque. They were key in introducing the students to contacts in the Kenyan business world. Students also received funding from a federal grant

administered by Dante Digregorio and Doug Thomas, and from Dean Brown. Additionally, Leslie Hoffman at Acción New Mexico gave the students a quick class in microfinance before they left the U.S.

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

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

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



The UNM Small Business Institute (SBI) at the Anderson School is #2 in the nation for the number of businesses served.

Anderson graduate and undergraduate students, guided by faculty advisors, offer their expertise in creating business, expansion, and marketing plans to small business owners in the Albuquerque area. The cost to local business clients is only \$500, a modest fee considering private consulting services can cost hundreds of dollars an hour.

This fall semester UNM students consulted with 22 businesses, which ranks Anderson as the nation’s second most active student consulting service.

Professor Raj Mahto, Director of the SBI, likes the way the Anderson program is growing.

“We have a much smaller economic zone with significantly less business entities compared to other universities,” says Dr. Mahto. “I am sure we will become the nation’s leader in consultations sometime next year; and in terms of cases, revenue and economic impact, that could happen within next three years.”

Anderson Management of Technology program also offers consulting services to small New Mexico technology-based businesses through the New Mexico Small Business Assistance program (SBAP). These consultations are free to eligible businesses because of funding from Sandia and Los Alamos National Labs. To find out more information on both programs or to fill out an online application go to: <http://sbi.mgt.unm.edu> and <http://csed.mgt.unm.edu/sbap>.

GREEN Economy

Anderson professor directs international conference on environment

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

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

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

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

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

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

For more information on either the LIGE or WITS conference visit the Anderson School website at <http://www.mgt.unm.edu/>.



By the numbers

Anderson school is making an impression nationwide

#7 in the nation for percentage of MBAs who are hired within 90 days of graduation according to *U.S. News*.

#7 *Hispanic Business Magazine* ranked the Anderson School as the 7th best postgraduate school the nation for Hispanic students. This is the third year Anderson has been ranked in the top ten.

#1 Accounting Professor **Joni Young** was named **Top U.S. Researcher** in her field by the American Accounting Association.

Dr. Robert Delcampo voted by students as best professor at UNM.

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

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

Faculty News

Anderson school congratulates:

Dr. Ranjit Bose, named Associate Dean
Dante DiGregorio, the new Chair of the Curriculum and Programs Committee (Undergraduate and Graduate)
Rob Delcampo, the new Faculty Chair, and Chair of the Policy and Planning Committee

Department of Organizational Studies
Dr. Ann Cunliffe, promoted to Full Professor
Dr. Scott Taylor, renewed his contract as Assistant Professor
Dr. Ryan Jacobson, hired on tenure track as Assistant Professor

Marketing, Information, Decision Sciences
Dr. O.C. Ferrell, promoted to rank of Distinguished Professor
Dr. Linda Ferrell, promoted to Full Professor
Dr. Robert Luo renewed his contract as Assistant Professor

Finance, International, Technology and Entrepreneurship
Dr. Mary Anne Majadillas, hired as a visiting professor
Ward Hickey, renewed his position as Professional Faculty Bank Lecturer

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

Anderson Alumni Generosity

\$10,000 and up

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Regent Don Chalmers and Dianne Chalmers Daniels Fund
Dean Douglas Brown and Sarah Brown
Drs. O.C. and Linda Ferrell
Paul and Patricia Gaeto
Dr. Ned Godshall and Ellen Torgrimson
Los Alamos National Laboratory
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