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10-15-2009

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University of New Mexico Communication and Marketing Department

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Recommended Citation

University of New Mexico Communication and Marketing Department. "2009-10-15 UNM NEWS MINUTE." (2009). https://digitalrepository.unm.edu/news_minute_2009/64

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GOV. BILL RICHARDSON has called a special session of the New Mexico Legislature to deal with a significant shortfall in state revenues for current fiscal year 2009-2010. Lawmakers will deal with a budget gap projected to range between \$450 million and \$650 million. The special session will convene at noon this Saturday, Oct. 17, in Santa Fe.

http://www.unm.edu/~market/cgi-bin/archives/004389.html#more

THIS IS A REMINDER of the various flu shot clinics available to UNM students, faculty and staff for the dates October 17 - 23, 2009. These flu shots are for the seasonal flu vaccine only and are free to everyone.

http://www.unm.edu/~market/cgi-bin/archives/004394.html#more

UNM WILL CELEBATE its 85th annual homecoming, Oct. 20-24, when the Middle Ages come alive with the medieval theme, 'Lobo Knights." The weeklong celebration, hosted by the UNM Alumni Association, will feature more than 50 separate events all leading up to the big football game Saturday, Oct. 24 at 6 p.m., when UNM takes on UNLV in Mountain West Conference action. http://www.unm.edu/~market/cgi-bin/archives/004350.html#more

AS PART OF ITS Civic Engagement Project, the UNM Alumni Association is calling on the campus community to join in on two worthy causes next week as part of the UNM's Homecoming activities. Faculty/staff and students, as well as alumni, are all invited to participate in the 'Casserole Angel Program' by contributing a casserole. The program, which runs the week of Oct. 19-23, will offer frozen casseroles to families as they leave for home from the Ronald McDonald House. Additionally, the Alumni Association is also conducting a 'Roll for the Cause,' on Wednesday, Oct. 21 in SUB Ballroom C also to help the Ronald McDonald House with its 'Wish List Drive.' http://www.unm.edu/~market/cgi-bin/archives/004395.html#more

THE FIRST UNM "5k Rock 'N Run for the U" and the one-mile fun run/walk and treasure hunt are two of the highlights of UNM Family Weekend. The run starts at 9 a.m. followed by a full day of Family Weekend activities including a Tailgate Party and UNM Lobo football game as part of UNM's Homecoming celebration. Faculty, staff and community members are encouraged to register for the run, which benefits student scholarships. Teams of six-eight individuals can compete for a team/group prize. Prizes will also be awarded in male/female categories. For more information and or to register online visit:

 $\frac{http://familyweekend.unm.edu/rock-n-run-for-the-u/}{http://www.unm.edu/~market/cgi-bin/archives/004288.html\#more}$

PROVOST SUZANNE ORTEGA has announced the selection of the search committees for new deans at University College and the School of Engineering. Roger Schluntz, dean, School of Architecture and Planning, and John Pieper, dean, College of Pharmacy, will chair the committees, respectively. http://www.unm.edu/~market/cgi-bin/archives/004380.html#more - UC

http://www.unm.edu/~market/cgi-bin/archives/004386.html#more - SOE

SUSAN TIANO, director of the Latin American and Iberian Institute, and Johann van Reenen, associate dean of Research, Science and International Initiatives for University Libraries, are collaborating on a project to collect, work with and disseminate information about energy policy and related dialogue in Latin America. They are the co-principal investigators on a four-year, \$187,000 grant from the U.S. Department of Education.

http://www.unm.edu/~market/cgi-bin/archives/004387.html#more

MARKETING AT THE UNM Anderson School of Management aspires to be among the top public marketing programs in the region. To that end, Marketing Professors Linda and O.C. Ferrell have donated \$50,000 to help establish the Marketing Endowment Initiative. The Anderson School of Management Foundation will match the Ferrell's gift per dollar. The total of \$100,000 in funds will provide programmatic support in perpetuity for Anderson's Student Marketing Center and Marketing Program.

http://www.unm.edu/~market/cgi-bin/archives/004390.html#more

QFORMA, an advanced analytics and predictive modeling company, has awarded a Qforma lectureship in the amount of \$5,000 to Shuang Luan, assistant professor of computer science and assistant professor of radiology at UNM. The Qforma Lectureship is awarded to a UNM Computer Science professor who exhibits momentum toward building an internationally-recognized research program and who demonstrates great potential for attaining academic tenure at UNM. http://www.unm.edu/~market/cgi-bin/archives/004381.html#more

THE UNM ARMY ROTC won two of the three categories during this years' annual Ranger Challenge Competition at White Sands Missile Range. The Ranger Challenge Competition is a regional competition considered the varsity sport for Army ROTC nationwide.

http://www.unm.edu/~market/cgi-bin/archives/004378.html#more

BEGINNING FRIDAY, Oct. 16, KNME-TV Ch. 5.1 will begin airing Report from Santa Fe on Fridays at 10:30 p.m. The show repeats Sunday mornings at 7:30 a.m. This week's Report from Santa Fe will feature an in-depth interview with Governor Bill Richardson on the eve of a special legislative session to address a \$650 million state budget deficit.

http://www.unm.edu/~market/cgi-bin/archives/004393.html#more

THIS WEEKEND'S New Mexico Legislative special session will be most important. Governor Richardson and legislators will have to reach an agreement on the best ways to shore up New Mexico's growing economic shortfall. This week's episode of "New Mexico in Focus" will provide insight and analysis. "New Mexico In Focus" is KNME-TV's weekly hour-long public affairs show airing on Friday, Oct. 16 at 7 p.m. on KNME-TV Ch. 5.1 and repeating on Sunday, Oct. 18 at 6:30 a.m. http://www.unm.edu/~market/cgi-bin/archives/004392.html#more