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University of New Mexico Communication and Marketing Department

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UNM News Minute #458 – February 11, 2008

MARKETING STUDENTS at UNM's Anderson School of Management took first place again – this time in the Project Acceleration: Subaru Impreza Collegiate Challenge. Subaru executives, who served as judges for the challenge, said a main factor that led to Anderson winning the competition was the fact that the students did a superior job of quantifying the impact of results they attained after planning and executing a consistent integrated marketing plan.

<http://www.unm.edu/~market/cgi-bin/archives/002611.html#more>

UNM EARTH AND PLANETARY Professors Laura Crossey and Karl Karlstrom will be featured in two shows to air on National Geographic Channel's Naked Science program. The shows, Naked Science: Grand Canyon and Naked Science: The Rockies, will air Monday-Tuesday, Feb. 11-12, at 6 and 7 p.m., respectively. They will repeat on Sunday, Feb. 17 at 2 and 3 p.m. respectively.

<http://www.unm.edu/~market/cgi-bin/archives/002616.html#more>

PAUL F. SCHMIDT, UNM emeritus professor of philosophy and department chair from 1965 until 1976, died in Albuquerque on Feb. 1. He was 82. Schmidt came to UNM from Oberlin College, where he had taught for 14 years, to initiate the doctoral program in philosophy. He served on the faculty policy and the University Press committees and chaired the honorary degree committee for three years.

<http://www.unm.edu/~market/cgi-bin/archives/002615.html#more>

PHILIP SCHRAG, a prominent law professor at Georgetown University, will discuss a comprehensive study on the asylum adjudication process in the United States at a presentation to be held at the University of New Mexico School of Law on Monday, Feb. 11 at 5:30 p.m.

<http://www.unm.edu/~market/cgi-bin/archives/002597.html#more>

THE UNM WOMEN'S basketball team is one of 600 basketball teams nationwide that will participate in the 2008 Women's Basketball Coaches Association Think Pink initiative. On Wednesday, Feb. 13, the UNM women's game against San Diego State will feature players, coaches and game officials in pink, referees blowing pink whistles and giveaways. Game time is 7 p.m. at The Pit.

<http://www.unm.edu/~market/cgi-bin/archives/002617.html#more>

THE UNM FACULTY Senate Teaching Enhancement Committee and the Office of Support for Effective Teaching invite all UNM instructors, students and staff to nominate outstanding educators for special award recognition. Nominations will be accepted until Wednesday, Feb. 13.

<http://www.unm.edu/~market/cgi-bin/archives/002591.html#more>

JOHN W. BROWN, Partner with Mesa Capital and Sandia Capital Partners, will talk with students at a free lunch and seminar on Friday, Feb. 15, from 11:30 a.m. until 1 p.m. in The Anderson School's GSM 302. Brown's talk titled, "Right on the Money: Financial

Projections in Business Plans,” is part of the UNM Technology Business Plan Competition events.

<http://www.unm.edu/~market/cgi-bin/archives/002574.html#more>

THE UNM BOOKSTORE invites everyone to attend a book talk and signing with Ira Jaffe, author of “Hollywood Hybrids: Mixing Genres in Contemporary Films.” The event starts at 2 p.m. on Saturday, Feb. 16 at the UNM Bookstore.

<http://www.unm.edu/~market/cgi-bin/archives/002595.html#more>

STUDENTS IN UNM’s Land Arts of the American West program will present their work in an exhibit at the [AC]2 Gallery at 301 Mountain Rd. N.E. This exhibition, which runs through March 9, includes the work of UNM students who spent 45 days traveling more than 8,000 miles during the fall of 2007, living and working in the landscape of the Southwest.

<http://www.unm.edu/~market/cgi-bin/archives/002607.html#more>