

Upcoming Events

February 3, 7:30am – 5:30pm:

[Nevada Business Summit:
Navigating the Ethics Maze](#)

March 27, 2:00pm – 3:30pm:
[Economics Seminar Series](#)

March 27, 4:00pm – 5:30pm
&

April 17, 4:00pm – 5:30pm:
[Student Networking Event](#)

April 8, 4:00pm – 6:00pm:
[Career Fair Networking
Reception](#)

New Mentor Program

The Nevada Alumni Association is starting a new mentoring program to help students learn more about specific industries. If you would like to mentor a student, [CLICK HERE](#).

Quick Links

[Business Website](#)

[Giving](#)

[Alumni](#)

[LinkedIn Alumni Group](#)



Nevada Business Summit: The Financial Crisis

Over 100 local business professionals and students attended the second Nevada Business Summit hosted by the College of Business on November 17. Dr. Thomas Cargill, Dr. Mark Pingle, Dr. Federico Guerrero and Dr. Elliott Parker, all UNR Economics professors, addressed the question on everyone's mind: What caused the financial crisis and where do we go from here? In addition, Dr. Fred Furlong from the Federal Reserve Bank of San Francisco discussed policy responses to the economic crisis, and Alan Rabkin, a banking attorney from the law firm Jones Vargas, presented the group with his predictions for the future of the banking industry. Attendees said the event was timely and gave them a deeper understanding of the economic downturn. The College of Business will host its next Nevada Business Summit on February 3. The conference will explore the cause and consequences of economic distress as it relates to ethics. For more information contact Lori Mead at 775-682-9145 or visit www.business.unr.edu.

Student Success

Students Raise Over \$23,000 for Local Charity

Members of the student chapter of the American Marketing Association (AMA) got some hands-on experience in creating and implementing a real integrated marketing and communications campaign for the Crisis Call Center, a local non-profit organization. Using creative strategies and research methodologies students came up with a successful white ribbon campaign that raised over \$23,000 to support ending violence against women. In two short months the group was able to produce a commercial that aired at the UNR home football and basketball games, coordinate free concerts at local venues, and host a white ribbon benefit at the Grand Sierra Resort. Vice President of Community Outreach for AMA, Will McDonald, said, "This campaign was incredibly insightful and fulfilling for everyone that participated. Overall we achieved our objective of spreading awareness as the campus came together to recognize and support this wonderful cause."



Faculty News

Dr. Kambiz Raffiee and Dr. Elliott Parker Win Awards for Student Advising



Dr. Kambiz Raffiee

The University of Nevada, Reno has bestowed the prestigious Academic Advisor Awards on two College of Business faculty members. Dr. Kambiz Raffiee, Associate Dean and Director of the MBA program, was honored for his graduate student advising, and Dr. Elliott Parker, Professor of Economics, received recognition for his undergraduate advising. These awards are given annually to two UNR faculty or staff who have “distinguished records of student advisement.” Dr.

Raffiee and Dr. Parker received \$1,000 each and will be recognized at UNR’s annual Honor the Best

Ceremony. In addition, both professors will be nominated for the Regent’s Academic Advisor Award, a system-wide award that recognizes two faculty or staff members who provide outstanding graduate and undergraduate advising.



Dr. Elliott Parker

Investors in Excellence

Corporate Partners Program

The College of Business recently launched its Corporate Partners program. Charter members include Microsoft Licensing, Port-of-Subs, Schneider National, Intuit, Wells Fargo and Employers. Through financial support and participation in College of Business activities Corporate Partners will help strengthen workforce development in our region. The Corporate Partners program is a critical link between the business community and the College of Business. It gives companies the opportunity to build a presence on the University of Nevada, Reno campus and provides the College of Business with resources to build a superior business program for our next generation of business leaders. For more information on the Corporate Partners program please contact Kristen Kennedy at (775) 682-6490 or kristenk@unr.edu.



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