



PRESIDENT'S WEEKLY PERSPECTIVE

Good afternoon.

Lobo's Across the Land

Whether Lobos decide to stay in New Mexico or take their talents further from their alma mater, UNM's Alumni Association offers a vast network of [regional and community chapters](#) that keep Lobos connected to UNM no matter where they live. I enjoyed a wonderful Alumni Weekend among my fellow Lobos hosted by the Denver (Colo.) Alumni Chapter. Rueben Donnelly, a UNM grad who works for the Colorado Rockies, hosted us at Coors Field and told us about the back office operations of professional baseball. We had a great turnout of UNM grads many of whom are involved in Denver's entrepreneurial environment.

Last week, the New York Times had an article featuring the work of Bruce Katz of the Brookings Institute. Katz suggests economic development should not focus on sites, but rather on naturally occurring regions. In his model, our region would be the "Front Range" extending from Salt Lake City to Denver to Albuquerque. Importantly, both Salt Lake City and Denver are currently thriving with start-ups. We need to catch up in both of these areas.

Excellence by Choice

"Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution; it represents the wise choice of many alternatives - choice, not chance, determines your destiny."
- Aristotle

I was honored to make opening remarks at last week's [Quality New Mexico](#) learning summit, and to be among Albuquerque's visionaries and champions of performance excellence and quality achievement. Jim Collins, author of Good to Great, led the day with a powerful message built around the theme of "excellence by choice." The actions we take are an expression of choice, whether as individuals or as a University. This theme reflects the mission of UNM, in that we all share to make a positive and impactful difference in lives or our students and our communities. What enables ground breaking research? How will the next generation of students learn and discover? Infusing excellence into the way we approach these important questions, as well as our immediate challenges and opportunities will lead us to be a great institution.

Cherry and Silver, and Incredibly Green

I've been asked before about the plant ID tags in front of many of the trees on campus, tags that identify some of the hundreds of tree species on this campus. Not many people are aware of UNM's designation as an arboretum, a living museum of trees, which takes sustainability and the science of landscaping at a college campus to the next level.

Thank you to our arborists and groundskeepers who maintain our beautiful campus. There is an exceptional amount of work that goes into keeping our campus sustainably green and clean, and it is thanks to the men and women in our Physical Plant Department that UNM is one of the most beautiful open spaces in Albuquerque. I am always proud to bring people to our beautiful campus.

UNM is a green campus in several ways. Another example of this is the [8th Annual Sustainability Expo](#), this Thursday, April 21, from 10:30 a.m. to 2:30 p.m. on Cornell Mall. The event, organized by the Sustainability Studies Program, focuses on sustainable food and agriculture and will feature a growers market, clothing swap, and a bicycle auction. Thank you to everyone who is working hard to arrange this great event.

Bob