



JOINT RESOLUTION 2F

WHEREAS, the Associated Students of the University of New Mexico (ASUNM) Government is the representative body of the undergraduate students and promotes student success; and

WHEREAS, Emerging Lobo Leaders Fall 2019 is an ASUNM program aimed at providing incoming students with experience, and involvement in the various programs ASUNM has to offer, such as building leadership skills that can be applied to future involvement throughout the University of New Mexico (UNM); and

WHEREAS, the Albuquerque International Balloon Fiesta is an annual event in Albuquerque, New Mexico, where UNM is located; and

WHEREAS, the first Albuquerque International Balloon Fiesta took place in 1972, with only thirteen (13) balloons; and

WHEREAS, the Albuquerque International Balloon Fiesta now has over six-hundred (600) hot air balloons that visit Albuquerque every year; and

WHEREAS, the Albuquerque International Balloon Fiesta is the most photographed event in the world and the addition of the UNM balloon would be great promotion and advertisement¹; and

WHEREAS, the Albuquerque International Balloon Fiesta is an annual event that draws thousands of tourists from around the world and is Albuquerque's largest tourist attraction; and

WHEREAS, ASUNM acknowledges that there is not currently a hot air balloon representing UNM; and

WHEREAS, a UNM hot air balloon could provide more advertisement for the University and has the opportunity to increase enrollment at UNM; and

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<https://www.usatoday.com/story/travel/destinations/2017/10/16/albuquerque-international-balloon-fiesta/66471001/>

WHEREAS, ASUNM recognizes that UNM was founded in 1889, before the Balloon Fiesta;
and

NOW, THEREFORE LET IT BE RESOLVED, that ASUNM encourages the implementation
of a UNM hot air balloon that can represent the university; and

NOW, THEREFORE LET IT BE FURTHER RESOLVED, that a copy of this resolution be
forwarded to the New Mexico Governor Michelle Lujan Grisham, UNM Board of Regents,
UNM President Garnett Stokes, UNM Vice President of Student Affairs Eliseo “Cheo” Torres,
UNM Dean of Students Nasha Torrez, UNM Chief Marketing and Communications Officer
Cinnamon Blair, UNM University Marketing Director Ethan Rule, UNM Anderson School of
Management Marketing Department, UNM Athletic Department, UNM Alumni Association, and
UNM Student Body.

Adopted by the Associated Students of the University of New Mexico on this 20th day of
November

Adam Biederwolf, ASUNM President

Madelyn Lucas, ASUNM Vice President

Xavier Torres, ASUNM President Pro-Tempore



*Resolution introduced by: Emerging Lobo Leaders Fall 2019, Senator Emma Hotz,
Senator Ryan Regalado, Senator Abby Aldrich, and Chief of Staff Jacob Silva