



JOINT COMMENDATION 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, the Associated Students of the University of New Mexico (ASUNM) recognizes the achievements of the University of New Mexico's (UNM) Marketing students Adam Biederwolf, Elena Garcia, Dylan Greenhaus, Zach Harper, and Marisa Montes; and

WHEREAS, the UNM Marketing program has been awarded fifteen (15) honorable mentions in national collegiate competitions since 2005, including eight (8) first-place honors, five (5) second-place finishes, and two (2) honorable mentions;¹ and

WHEREAS, the UNM Marketing students campaign was in participation for the Acura ILX Marketing Challenge; and

WHEREAS, the UNM Marketing students took part in a new advertising campaign for the 2019 Acura ILX titled "Made You Look;" and

WHEREAS, the UNM Marketing students were selected first out of twenty (20) universities in the United States that participated; and

WHEREAS, the UNM Marketing students' campaign reached approximately one (1) million impressions on social media, and increased awareness of the Acura ILX by six-hundred (600) percent; and

NOW, LET IT BE COMMENDED, that ASUNM congratulates UNM Marketing students, Adam Biederwolf, Elena Garcia, Dylan Greenhaus, Zach Harper, and Marisa Montes for their achievements and taking first place in the Acura ILX Marketing Challenge; and

NOW, THEREFORE LET IT BE FURTHER COMMENDED, that a copy of this commendation be forwarded to the UNM Board of Regents, UNM President Garnett S. Stokes, Provost

¹<https://news.unm.edu/news/unm-marketing-students-take-top-honors-in-national-acura-ilx-marketing-challenge>

James Holloway, UNM Vice President for Student Affairs Eliseo "Cheo" Torres, UNM Dean of Students Nasha Torrez, Interim Dean of Anderson School of Management Shawn Berman, Professor John Benavidez, Professor Nick Flor, Adam Biederwolf, Elena Garcia, Dylan Greenhaus, Zach Harper, and Marisa Montes.

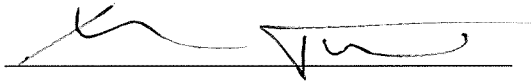
Adopted by the Associated Students of the University of New Mexico on this 14th day of October 2019.



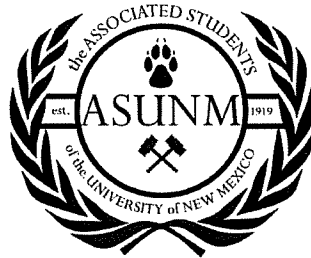
Adam Biederwolf, ASUNM President



Madelyn Lucas, ASUNM Vice President



Xavier Torres, ASUNM President Pro-Tempore



*Commendation introduced by: Senator Emma Hotz, Senator Ryan Regalado, Senator Abby Lutz, and Senator Gregory Romero.