

# Neeley@dvantage

## Daniel Short

New dean's dreams for the Neeley School are as big as the Lone Star State.:6



The NEELEY  
SCHOOL of  
BUSINESS  
TCU

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CONFERENCE::7



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<p><b>Neeley@dvantage</b></p> <p>DANIEL SHORT Dean</p> <p>WILLIAM C. (BILL) MONCRIEF Sr. Associate Dean, Undergraduate Programs</p> <p>CHARLES R. (BOB) GREER Associate Dean, Graduate Programs</p> <p>MARK MULLER Assistant Dean</p>		<p>EDITOR Richard Waters Assistant Director, Editorial Services r.waters@tcu.edu</p> <p>ASSOCIATE EDITOR Jennifer Perez</p> <p>CREATIVE DESIGN Jennifer Oliver Design</p> <p>FRONT COVER PHOTOGRAPHY Linda Kaye</p> <p>PHOTOGRAPHERS Glen E. Ellman Linda Kaye B.J. Lacasse</p>	<p><i>Neeley@dvantage</i> is published twice a year by the Neeley School of Business at TCU P.O. Box 298530 Fort Worth, TX 76129 817-257-7527 www.neeley.tcu.edu</p>	
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Salomon Smith Barney

# NEELEY

## IN THE News

### NEELEY'S EIF HITS MILESTONE



The Education Investment Fund, founded in 1973, has seen enough happy returns to hit a milestone – the donation of more than \$2 million to its two charities, TCU and the Baylor College of Medicine Department of Ophthalmology. The EIF evenly distributes six percent of its net assets to TCU and Baylor. “Our students receive a true sense of philanthropic obligation through the management of this fund,” said Dr. Stan Block, Neeley finance professor and co-advisor of the fund. “The fund’s donations make internships possible at Baylor’s medical school and provide support to TCU.” Established with a gift of \$600,000 from Alcon Laboratory’s co-founder, William C. Conner, the fund has now grown to \$1.5 million. More than 700 students have taken part in investing the EIF portfolio and numerous EIF alumni are now employed at major Wall Street investment firms.

Visit [www.eif.tcu.edu](http://www.eif.tcu.edu) for updates and information.

### CHARLES TANDY EXECUTIVE SPEAKER SERIES

The Charles Tandy Executive Speaker Series is a community outreach program that is designed to disseminate leading-edge thought in order to improve the practice of business. Programs are held in the Dee J. Kelly Alumni & Visitor Center, 2820 Stadium Drive, from 7:00 – 8:30 a.m. Admission is \$15 per person and includes a full breakfast. Pay at the door with cash or by check.

This year’s line up of distinguished speakers includes:

#### September 22, 2004

Matt Simmons  
Chairman & CEO  
Simmons & Company  
International

#### October 28, 2004

Richard Kinder  
Chairman & CEO  
Kinder Morgan Energy  
Partners, L.P.

#### March 30, 2005

K. O. Chia  
Managing Director  
Walden International, Hong  
Kong

#### October 7, 2004

James W. Keyes  
President & CEO  
7-Eleven, Inc.

#### February 9, 2005

Patti S. Hart  
Chairman & CEO  
Pinnacle Systems

RSVP is required. Call 817-257-7115 or e-mail [neeleyrsvp@tcu.edu](mailto:neeleyrsvp@tcu.edu) to reserve a seat.

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## High School Students Manage \$10,000 Investment Portfolios Through LKCM

**E**ight local high school seniors are the first participants in the TCU High School Investor Challenge, a new Luther King Capital Management Finance Center program that fosters students' investment and portfolio management skills by allowing them each to manage \$10,000 portfolios. Neeley School professors and professional security analysts teach the program, which consists of an intensive five-day summer investment seminar that lays the foundation for monthly Saturday trading days throughout the year.

"The Challenge is geared toward high-achieving, motivated students who have a strong desire to invest in the stock market," said Dr. Joe Lipscomb, professor of finance and real estate and director of the LKCM Finance Center. "It is a very valuable program for the competing students because of its educational component and the exposure to seasoned professionals."

At the end of the program, each student keeps what they earn and receives three hours college credit if they come to TCU. Those students with the best return on their portfolios, plus good reviews on written essays, tests and presentations, will be eligible for a TCU scholarship. Portfolio results will be announced at the Investment Challenge banquet on April 25.



## Luther King Capital Management Center Announces First Certified Financial Planner™ Certification Education Program Graduates

The Luther King Capital Management Center for Financial Studies recently graduated the first class from its Certified Financial Planner™ Certification Education Program. The program fulfills the educational requirement for people seeking Certified Financial Planner® certification.

The two-semester program, delivered through the Charles Tandy American Enterprise Center at TCU, consists of six non-

credit courses designed to prepare candidates for the CFP® Certification Examination. The second class began the program on August 7th and applications are being accepted for January entry into the program. For more information on the Certified Financial Planner™ Certification Education Program, contact the Luther King Capital Management Center for Financial Studies at 817-257-7788 or e-mail [cfs@tcu.edu](mailto:cfs@tcu.edu).



## INSIDE MALL GIRLS' MINDS

**W**hat accounts for the hours and hours that teenage girls spend at the mall? Well, according to a new study, it's not the presence of large, well-known "anchor stores" that have typically been a major draw for malls across the country.

The study, conducted by Neeley School associate professor of marketing Dr. Julie Baker, takes an in-depth look at adolescent girls and their mall shopping experiences. Teenage girls, the study found, tend to shop at specialty stores. "Most of the middle school and high school girls we surveyed expressed strong dislike of anchor stores, claiming they only visited them when their mothers forced them to or when the mall was only accessible through a large anchor store," says Dr. Baker.

The study is co-authored by Diana L. Haytko of Southwest Missouri State University. Titled "It's All at the Mall: Exploring Adolescent Girl's Experiences," the study appears in the current issue of *The Journal of Retailing* (No. 80, Vol. 1). Baker and Haytko conducted separate in-depth, hour-long interviews with 24 adolescent Caucasian, Hispanic, and African-American females aged 12 to 19. They found that five characteristics of the mall experience: safety, comfort, retail mix, accessibility and atmosphere.

The research provided some interesting insight for current mall retailers. Notably, the study found that the purchasing power of teens might not be evident during the teenager's first shopping trip. The research revealed that teenage girls often use mall excursions with friends to scout for purchases that are later made with mom's credit card. Baker notes that "...young girls represent significant sales even if it is not obvious on a given mall visit."

The only mall retailers who seem to benefit every time teenage girls set foot inside the mall appear to be the vendors in the food court. "Our findings suggest that adolescents across all education levels eat and drink at the food court on nearly every mall visit," says Baker. "They also choose and evaluate malls on the number of choices available in the food court."

Why the focus on teenage girls? Because they appear to be the future of the mall. "While mall patronage in the United States has been declining for several years, it has risen sharply among adolescents, especially girls," says Baker. This movement could signal some nervous moments for retailers who find their economic stars hitched to a notoriously hard-to-please segment of consumers. "Adolescents follow trends more than other age groups, latching on to them quickly and tiring of them just as quickly," confirms Baker.

So is the future of the American mall focused on trend-conscious specialty stores? You might want to ask your teenage daughter.

**For a copy of the study, visit [www.neeley.tcu.edu](http://www.neeley.tcu.edu) and click on "faculty research."**

## CTAEC GOES INTERNATIONAL

The Charles Tandy American Enterprise Center delivered its first international executive education program this summer. The Creating Futures faculty traveled to Mirabel, Quebec, from June 14-18 to deliver a program to Bell Helicopter Textron Canada Limited, one of the world's leading helicopter manufacturers. Jacques St. Laurent, President of Bell Canada, and Isabelle Laliberte, Training Coordinator, hosted the 33 program participants, who learned the skills needed to lead and engage others in change efforts, and discussed their own strengths and weaknesses as leaders.

Dr. Larry Peters, Professor of Management, and Deb Baker, Director of the Charles Tandy American Enterprise Center, made the trip to Canada for the inaugural international program. Other program faculty members include Judy Campbell, Phil Novick and Ron McMillan.

## SVCC "COACHES" PROFESSIONALS ON NEW GAME STRATEGIES IN SUPPLY CHAIN

Neeley's Supply and Value Chain Center partnered with the North Texas Commission to present a two-day conference called "Game-Changing Strategies: Create Competitive Advantage through Supply Chain Collaboration & Integration" April 14-16 at the Texas Motor Speedway. The conference examined leading-edge practices aimed at improving supply chain performance. Topics addressed included technology and integrated e-business strategies, innovation through collaboration, shared metrics with supply chain partners and supply chain partnering strategies. Featured speakers included Leo Linbeck III, president of Linbeck Corporation; Tom Siems, senior economist and policy advisor of the Federal Reserve Bank of Dallas; Gene Long, president of UPS Consulting; Ron Davenport, director TDMA business unit for Nokia; Matt Rose, chairman of Burlington Northern Santa Fe; and Sanjiv Sidhu, founder of i2 Technologies. For a full recap of the event, visit [www.svcc.tcu.edu](http://www.svcc.tcu.edu).

## NEELEY PARTNERS WITH THE NATIONAL SOCIETY FOR HISPANIC MBAs TO OFFER SCHOLARSHIPS

Two Neeley MBA students have been named the inaugural recipients of a new scholarship program established by the Neeley School and the DFW Chapter of the National Society for Hispanic MBAs (NSHMBA). Andrew Perez, a student in the full-time MBA program, and Bryan Cancel, a student in the Professional MBA Program, were awarded the scholarships for the 2004-2005 academic year.

The scholarships are the result of a long-standing relationship between the Neeley School and NSHMBA. "Of course, the goal of the scholarship is to bring a highly qualified student to the Neeley School," said Peggy Conway, director of MBA admissions. "But we also wanted the scholarship to provide a benefit to NSHMBA by either recruiting a new member to the chapter or recognizing a current member."

Similar scholarships will be offered again for the 2005-2006 academic year. All necessary forms are available at [www.mba.tcu.edu](http://www.mba.tcu.edu). For more information about the program, contact Peggy Conway at 817-257-7531 or [p.conway@tcu.edu](mailto:p.conway@tcu.edu).

# Luther King Capital Management Center for Financial Studies Hosts Investment Strategies Conference

Private equity was the focus of the second Investment Strategies Conference hosted by the Luther King Capital Management Center for Financial Studies in Smith Entrepreneurs Hall April 16. Attendees learned the latest developments in the field from a distinguished panel of experts moderated by Brad Hoppner, chairman and CEO of The Crossroads Group. Dr. Joseph Melone, past chairman and CEO of The Equitable Life Assurance Society, provided the keynote during the dinner portion of the conference. Other experts at the conference included James Hille, chief investment officer, Teacher Retirement System of Texas; Howard Anderson, senior managing director of YankeeTek of Boston; Wyche Walton, senior vice president for Haas, Wheat in Dallas; and Joseph Aragona and Blaine Wesner, general partners of Austin Ventures.





“I Want to Own Texas”

*New dean Dan Short likes what he sees so far in Fort Worth, but his dreams for the Neeley School are as big as the Lone Star State.*



**You're not a Texan by birth, but you're no stranger to the state, having taught at the McCombs School at the University of Texas in Austin. Welcome back, pardner.**

[Laughing] Thank you. Thank you. I was gone for 12 years, but you know Texas never really leaves you. What's been surprising to me is that it feels like I've never been away. The warmth of the people here, their enthusiasm, their involvement, their commitment to the community and the university is so refreshing and delightful. I feel very much at home.

**How did you end up in Texas the first time around?**

I was in the United States Air Force during the Vietnam Era and did my basic training in San Antonio. Then I got assigned to Shepard Air Force Base in Wichita Falls and lived there for almost two years. That's when I first fell in love with Texas. I'll never forget going to a Shakey's Pizza Parlor in Wichita Falls with my wife. The man sitting next to us noticed our glasses were empty and offered us his pitcher of Coke. Our first reaction was to call the police because in Boston, where we'd come from, if someone did that, they must have some ulterior motive. But we quickly realized that Texas was just made up of friendly, open people and a simple act of being kind didn't have an ulterior motive. So when I finished my doctorate in Michigan, my very first opportunity was to go to the University of Texas.

**After 15 years at Texas, you moved on to Kansas State, saying at the time, "I'm ready to be a dean." How did you know you were ready for such a move?**

As an associate dean, I had been involved in a lot of the operation and decisions of the school, but I found I was always making recommendations. I was never responsible for the final outcome. I recognized that I wanted to accept the responsibility. There is a sense of pride, sense of ownership, sense of commitment that comes with the responsibility of being more than an advisor. And I wanted that deep level of commitment.

**You started as a classroom teacher. How did you transition to administration?**

I loved being in the classroom and never thought I would want to leave it. But what I realized is that the impact that I had existed only within the four walls of the classroom. When I became an administrator, I began to have an impact on those who have an impact on students. It's magnified. In class, I can have an impact on 40 people. But if I help faculty members achieve a higher level of productivity and success, then they could all have an impact on their classrooms.

**Is the same true of authoring a major textbook, which you have done with *Fundamentals of Financial Accounting*?**

That's exactly right. It's the same principle. You think about ways to help students learn. Then you really want to test those ideas not only on your own students but with other faculty and students. If they say, "Yes, this is a better way to teach something," then you really have achieved something. One of things I think is important in higher education is that we constantly think about market tests. It's very easy to develop an inward-looking perspective because we're doing better this year than last year. If you're only comparing yourself to your own internal rate of progress, you're missing an important point of quality. If the speed of change within an organization is slower than the speed of change outside that organization, eventually it will wither and die. It seems to me that we constantly need to be testing ourselves against the best schools, best institutions in the country in order to know that we're changing rapidly enough.

**Will you be in the classroom at the Neeley School?**

I would love to be in the classroom. That's where the excitement is in a business school. But it's not fair to the students. The external obligations for a business school dean are such that you have very little control over your calendar. It's important to me to be articulating our vision to alumni and the business community and recruiters who attract students so they're willing to support us. Instead, what I hope to do, and this is what I did at Miami, is a series of guest lectures.

**What's been your initial impression of TCU and the Neeley School?**

When I considered this move, I knew I wanted a school that had all the important factors in place and was poised for greater success. I think that's the place the Neeley School is in. What I have been impressed with is when I've talked to faculty members and administrators in this building, they're constantly looking for ways to be better, to anticipate what business needs are going to be, to anticipate what skills students are going to need for the future and then providing them better than anyone in the state of Texas. Now why wouldn't you want to be a part of that? This is a great university

*I want our students to be highly sought-after. I want the buzz in high schools to be that if you want to stay in Texas, TCU can open up doors across the entire state.*

with a wonderful set of values. Great people. It's perfectly positioned in that it has immediate access to the business community in Fort Worth, and the city reciprocates by caring about TCU. We have access to business resources that can be brought into the classroom. Equally, the Fort Worth business community becomes our laboratory. Now don't tell the chancellor this, but I would have accepted the job if they hadn't paid me. It's just a perfect combination.

**What is your impression of the Neeley School's facilities?**

Miami is in the process of constructing a new facility, and I was the person in charge of drafting the vision statement. I referred to it as an office building for students. What I envisioned is students coming to work in the morning, taking a class, then going into a team room, and down the hall to a lunch counter. Or they would go into a communication center and perfect a presentation, or do electronic data research, or trade equity funds in a student-managed portfolio. And as you walk into the building, there would be this wonderful atrium and you'd see all these students doing these things. You know what happened? I came here and saw the building I was envisioning. It was already in place here. Not only that, but your facilities support a different concept of business education, which is not a passive model of students only sitting in a classroom and going back to an apartment. Students are coming to a building to work for an entire day.

**What do you expect of faculty?**

When I look at the faculty, I see two things. First, they are committed to students. Second, they're committed to their disciplines. One of the things that is wrong with a lot of teaching institutions is they think the most important thing is maintaining a relationship with students. Don't hear me wrong. That's important, but I think the most important thing is having those students develop. In other words, it's the content of what you teach a student, not just the relationship you form with that student. Yes, it's important that our faculty is available to students, but even more so that they are leaders in their professions. So what they are teaching is the

most valuable information possible. Remember, students will be with us for about four or five years. But students today will probably live until their 90s. They may have to work until they're 75. That means their working careers very well may be 50 years. What's more important – how they enjoyed those five years or how well equipped they are for the next 50? So faculty need to be on the cutting edge of their professions to be sure those students are prepared for very long and changing careers.

**You have said that your goals are built around the abilities of students and quality of faculty rather than rankings. Explain why you believe that.**

There are so many schools looking at the criteria used by these rating agencies and trying to manage their schools around those criteria. The attitude we'll have at TCU is "build it and they shall come." Put in place the high quality faculty and students that are desired by major employers in the region, and you know what will follow? The rankings. Start with quality and let the rankings take care of themselves. I want other people saying we're great. But we get there by being great.

**You said you want to be the best in Texas. That is a bold statement.**

Yes I did. I want to own Texas. First, you have to respect the size of the Texas economy. To focus on that is a real challenge because it's a real set of opportunities. A couple of our competitors in this state have decided that national visibility is the most important thing. They want to place their students in Silicon Valley and Wall Street. I respect that as a mission. But I have to question whether they are truly getting to know Texas businesses as well as they should. When Texas businesses perceive a need, I want to be first in the CEO's office. I want our students to be highly sought-after. I want the buzz in high schools to be that if you want to stay in Texas, TCU can open up doors across the entire state.

**You have said you want to be an external dean. What do you mean by that?**

What the school doesn't have, and what most schools don't have, is someone whose primary focus is communicating with external constituencies. That is a role only I can play. Who can go out into the community and talk about what we are trying to accomplish, the quality of our programs, maintain relationships with area businesses and be a liaison between corporations and alumni and recruiters? It's really only the dean. I see my role as working with faculty, shaping a vision for the school, but then taking that vision and articulating it to the external communities to get them involved in what we're doing.

**You're really focused on consumer marketing – what the customer wants. Is that how you envision the Neeley School being marketed?**

It's a fair statement, but it is easily misinterpreted. Who is the customer when you talk about a business school? I don't mean that our only job is to produce a high-level customer satisfaction. What I want to focus on is what does society need and what does the graduate need as that person progresses through that 50-year career. To me, the customer is the 45-year-old person who the student will become. I want to make sure these future 45-year-olds look back on their careers and say that TCU gave them what they needed to become the person they are now.

**What challenges do you foresee, and how will you work to overcome them?**

To me, the real issue of competition between business schools is going to come in an area that not enough people are talking about right now, and that has to do with faculty. We went through as an industry rapid expansion in the 1970s. The MBA became very popular and business schools expanded faculties quite dramatically. Those people are now approaching retirement, and we're going to have large percentage of our faculty across

the country retiring in the next five years. During the 1990s, because the economy was so great, a lot of students finished their MBAs and went straight into business and didn't go on to doctoral programs. As a result, the supply of faculty has fallen very dramatically at precisely the time that our needs are increasing dramatically. To give an example, in the early 1990s, many schools were graduating about 200 Ph.D.'s in accounting. This year, they'll graduate about 100. That's a 50 percent decline in the availability pool just as we need more of them. I think the real area of competition that concerns me is over attracting high quality faculty. It's an industry-wide issue.

**One of the challenges business schools face today is choosing between being niche-type players that focus on specialty programs like e-business versus others that focus on generalization. How do you view TCU striking a balance between the two?**

The key word is balance. I think you're in a terrible market position if you're simply a generic program. I don't see how you differentiate yourself by saying we teach accounting better than anyone, or management or finance. Most business schools do a very fine job of teaching those courses. To simply be a generic program does not serve us well. On the other hand,

## Daniel Short

**Age:** 59

### Education:

B.S. in Business Administration,  
Boston University, 1967  
M.B.A. with major in Accounting,  
University of Michigan, 1974  
Ph.D., University of Michigan, 1977



### Work Experience:

Hospital Administrator, Ellsworth AFB, South Dakota, 1969-72  
Consultant, U.S. Air Force, Washington, D.C., 1973  
Consultant, Exxon Corporation, 1974-75  
Visiting Assistant Professor, University of Chicago, 1979-80  
Professor, University of Texas at Austin, 1977-92  
Director, Option II Executive MBA Program, University of Texas at Austin, 1985-92  
Assistant Dean for Executive Education, University of Texas at Austin, 1986-87  
Associate Dean, University of Texas at Austin, 1987-92  
Dean and Professor, Kansas State University, 1992-95  
Dean, Richard T. Farmer School of Business, Miami University, Oxford, Ohio, 1995-2002

### Notable Awards:

Undergraduate Business Council Award for Teaching Excellence, 1988  
Texas Excellence Teaching Award, 1987  
Hank Harkins Award for Teaching Excellence in Undergraduate Classes, 1985

### Notable Publications:

Fundamentals of Financial Accounting (current edition with Bob and Pat Libby)  
McGraw Hill, 1984, 1987, 1990, 1993, 1996, 1998, 2001, 2003  
"Convergence," Mid-American Journal of Business, Fall 2000  
"Students as Customers," Mid-American Journal of Business, Spring 1997

### Fellowships:

Exxon Foundation Research Award  
Ernst & Ernst Doctoral Dissertation Award  
American Accounting Association Fellowship

# Lusch's legacy: Neeley's climb up the rankings

I think it is very possible to find a narrow niche for yourself, excel at it, in part because you're the only one doing it, and then to claim you have achieved excellence because there is no competition.

**In other words, you could get into such a narrow niche, be mediocre, but you're the best because you're the only one.**

Exactly. That makes no sense either. The focused-niched strategies are also risky. If you decided to focus on a single industry, what happens when that industry goes through difficult times? Petroleum Land Management used to be a big program down at the University of Texas at Austin because there was a lot of oil exploration that was going on in the state. That program doesn't exist anymore. When that industry went away, the program had to go away. I wouldn't want to be a business school that is tied to a single industry in our country.

## What's the recipe for the right mix?

You strive for a blend. There have to be areas that you do and specialize in better than anyone else. I think overspecialization at the undergraduate level is risky for the students. They're going to have 50-year-long careers. How in the world can we decide what they need to know 25 years from now? There's no way to predict that. Twenty-five years ago, we were using punch cards for computers. Now, students don't even know what punch cards are. So if we had specialized in punch cards, our graduates would have obsolete skills. What they do need, however, are skills of implementation. Business today is no longer the Lone Ranger, the strong autocratic leader who tells others what to do. Business today is now teams and people working together, and that requires a skill set. You need to learn special sorts of team skills – communications, ability to work with diverse people, ability to manage peers. The undergraduate curriculum at a good business school should begin to evolve not just toward the functional areas but how you use that functional knowledge for a purpose. And that's how you differentiate yourself. The type of person you graduate is different from the type of person graduating from another school.

**In your career, you've made lots of stops at various business schools and worked with major corporations. What have you drawn from those experiences?**

I've been very lucky in my career to be involved with a number of high quality organizations. I've also had a lot of executive level education with some investment banks, Halliburton, McDermott, Lockheed, etc. Excellence manifests itself in a variety of ways. But what is common across organizations is a process they go through to achieve excellence. It becomes a commitment on the part of people and every action they take. It becomes a value system, a way of talking, a way of thinking, a way of recruiting people, and a way of motivating people. It's this notion of focusing on what we agree is important and getting it accomplished. That's what's shaped me as an academic administrator and one of the things I want to achieve at TCU.

**What else do you want the TCU community to know about you?**

I would like them to know is how passionate I am about working with people who care about the future. People in higher education are absolutely blessed to have the kind of jobs we do because we truly are shaping the future with the people we work with and these young students. Sometimes we get depressed in an election year hearing about all these problems in our society and how we struggle to solve them. College campuses represent the solutions to many of these problems we agonize over. And if anyone wants to make a difference in the future of this world, it's by making a difference now on campuses like TCU. There is no greater joy in my life than working with the students who are going to shape the future, but also with the corporations, donors and alumni who give us the ability to help us mold them. — RW

If anything, Robert F. Lusch's tenure at the Neeley School was about creating momentum.

And there's no denying the Neeley School has it, as 2003-04 has become a banner year of rankings, recognition and reaccréditation.

**THE WALL STREET JOURNAL**

In September, *The Wall Street Journal* ranked the Neeley School's MBA Program as the nation's sixth-best regional MBA program, based on a survey of corporate recruiters.

In August, Neeley garnered more kudos with *U.S. News & World Report* magazine selecting the entrepreneurship program in the country's Top 20. The rankings were reported in conjunction with the magazine's annual survey and report on "America's Best Colleges."



These latest accolades follow an impressive streak of accomplishments for the Neeley School itself under Lusch.

Among other recent rankings, *Forbes* magazine picked the school the nation's 59th best, while *The Wall Street Journal's* Top Business Schools list had Neeley in its 50 Runners-up for the second consecutive year.

**Forbes**

Other honors include:

- 38th place ranking in accounting research by the *Academy of Management Journal*
- 5th place ranking by *Marketing Education Review* for contributions to literature on teaching marketing in the 1990s
- 2nd place ranking in number of articles published by marketing professor Shannon Shipp in *Marketing Education Review*

"We used to be billed as the best-kept secret in town, but that's not true anymore," said Bob Greer, associate dean for graduate programs. "With our recent successes, the Neeley School's name is known around the state and the country. We're making a steady climb to that top tier."

That's good news for graduates, said William Moncrief, senior associate dean for the school.

"Businesses and graduate programs look at those rankings and are making hiring and admissions decisions based on them," he said. "Neeley School graduates are becoming more highly valued."

The entrepreneurship program in particular has enjoyed a series of accolades.

"The *U.S. News* ranking is quite prestigious, and we are pleased with our strong showing, particularly given that we formed the program just three years ago," said David Minor, director of the entrepreneurship program. "Bob Lusch was a champion of this vision and help us tremendously in achieving it."

In April, *Entrepreneur* magazine selected the program in its Top 40. The

**Entrepreneur**

program was also named a NASDAQ Center of Entrepreneurial Excellence in October 2003 and its Collegiate Entrepreneurs Organization (CEO) was selected as best CEO chapter in the country a month later.

"This is truly a success story for the program and the school," Minor said. "In three years we have tripled the program to more than 225 students, and many are already doing innovative things. But our ultimate goal is to be the best in the country."

Lusch's contributions won't be quickly forgotten, Greer said.

"Bob's leadership and vision helped unite the faculty and positioned the school for the success we're enjoying now," he said. "I'm glad his final year was marked with so many successes, and I know our new dean Dan Short is going to keep it going."

Just more to brag about.

— RW

# ::Emerging in Poland

**GARY BRUTON::ASSOCIATE PROFESSOR OF MANAGEMENT**

::A prestigious Fulbright appointment will take entrepreneurial management professor Garry Bruton to Warsaw in 2005 to study a transitioning economy.

## BY MARTY REVES

Garry Bruton knows how to go with the flow when studying entrepreneurship in emerging markets.

After all, Bruton, associate professor of entrepreneurial management, previously studied in several emerging markets, including Russia and China. Next spring, his work will take him to Poland to teach classes and conduct research at the preeminent Leon Kozminski Academy of Entrepreneurship and Management in Warsaw.

In January, Bruton received the first Fulbright-Kathryn and Craig Hall Distinguished Chair for Entrepreneurship in Central Europe. The Chair is designated to study emerging markets in Eastern European countries and will be in Poland for 2005.

Bruton said he is excited about the chance to compare entrepreneurship in another emerging market, particularly in relationships between public, private and nonprofit sectors and their entrepreneurial strategies. He will also track the role of governments in facilitating individual initiative and a theory of free market economies and economies in the process of transition or transformation to more mature market economies.

"Poland has a different market liberalization," he said. "It is transitioning to a market economy."

Bruton will also spend time in the classroom. From April through June, he will lead courses in entrepreneurship and Business in Asia.

A seasoned traveler, he knows that studying emerging markets often requires some resourcefulness – even where he lays his head at night. He has slept on a stranger's floors in Russia and stayed in bad hotels in other places.

"You do whatever's necessary," he said. "You just go with the flow in these emerging markets."

Poland's market will be a fascinating study, he said. "It's a very interesting economy, very interesting long history, and a close American ally."

Bruton's achievement is indeed an honor. "Distinguished Chair awards are among the most prestigious in the Fulbright Scholar Program," said Nancy Santos Gainer, Director of External Relations of the Council for International Exchange of Scholars. "Thirty to 40 Chair awards are available each year for applicants who are in the top of their professional fields."

Bruton also has taught in Austria and Hong Kong and helped developed the entrepreneurial program since he came to TCU. "It's great to see how many of our students are actually forming businesses," Bruton said. "It's very exciting, and some of them have been very successful."

Bruton's TCU colleagues are also thrilled for his latest opportunity.

"Garry Bruton has distinguished himself by both his research and teaching," said Greg Stephens, associate professor and chair of the Department of Management. "To be awarded a Fulbright position is a distinctive honor known and understood around the world, and reflects positively on the research record and reputation of the individual receiving it. That brings recognition and distinction to TCU as the home institution."

Bruton has taught at TCU since Fall 1998 and received the Graduate Teaching Award in 2002 and the Outstanding Undergraduate Award as well as the Dean's Teaching Award in 2004.

His prior research appeared in leading journals such as the *Academy of Management Journal*, *Strategic Management Journal*, *Academy of Management Executive*, *Journal of Business Venturing*, and *Entrepreneurship Theory and Practice*.

*Marty Reves is a freelance writer in Dallas.*

# dot.com consultants

by : amanda hosey '02



## ::e-Business students make the grade when it comes to website development for area nonprofits

When the DFW Center for Autism needed to reorganize its website this spring, it found help from Neeley e-business students.

The center was one of nine area nonprofit organizations looking to rethink its presence on the web and turned to Dr. Jane Mackay's e-Business Consultancy class for expertise.

"All nine organizations had space on a web server, but they had no experience developing web pages or websites," Mackay said.

It was perfect partnering. For the nonprofits, it was an inexpensive solution. For Mackay's 36 undergraduates, it's tailor-made real-world experience.

And they treated the assignment as such.

The students, most of them seniors, worked together in groups of four to meet with their organization, evaluate its web needs, develop design and content changes and use technology skills to implement them. At the end of the semester, the teams showcased their work at a rollout presentation.

The results were overwhelmingly positive, Mackay said.

"Everyone has commented on the improvement with our website. It is precisely what we needed," said Rebecca Sawyer, executive director of the DFW Center for Autism. "The web site the students developed was professional, easy to navigate and informative. It has served its purpose very well. We feel confident sending potential clients to our website to get more information about our program."

Clients included the Day Resource Center for the Homeless, Girls Incorporated of Tarrant County, and the Affirmative Business Group, among others.

Why nonprofits? All 36 students in Mackay's class had already completed internships in corporate environments by the time they enrolled in the course, so she chose organizations with different financial and service goals.

"It was important that students be able to really use skills acquired from other classes and experiences while giving something back to the community," she said.

The hands-on learning is what students will profit from most, said Jonathan Perry, now an account manager at PFSweb, Inc.

"We had a lot of control over the project, and that's part of what made it such a great experience," he said. "By interacting with the client and deciding the direction of the project, we acquired skills that we never would have gained by reading a book and discussing it in a classroom. This project has proven invaluable in my post-college experience."

The class, which Mackay has taught for three semesters, has worked out well for the teacher as well.

"I enjoyed teaching this class more than any others I have taught in the 18 years I have been at TCU," she said.



*Amanda Hosey '02 is a freelance writer in Fort Worth.*

## IN THE DRIVER'S SEAT

What does Generation Y want in a car? When General Motors wanted to know, it went straight to the source – college students.

In the spring, seven of Rebecca Beasley's marketing students were among groups from four other universities asked to design a campaign to promote three new Chevrolet vehicles – Aveo, Colorado and Equinox – among their fellow Gen Y'ers. The student-formed agency, Revolutionary Product Marketing, was given \$2,500 dollars and assistance from marketing outfit EdVenture Partners to concept advertising and branding for a campus campaign.

Students say the firsthand knowledge gained from the project was invaluable.

"This is the most unique experience I've had in a class," said Rebecca MacCourt, head of campaign reporting and analysis for the TCU team. "While most of my classes have had group projects, none of them has been solely group work. It's fun, but it's a lot of work. Our whole class is really excited about the event. We've worked the whole semester for this."

– AH



# A Lease On Life

BY::RACHEL STOWE MASTER '91

## An unexpected venture into real estate has turned Todd Davis MBA '04

All it took was an enticing infomercial to lure investment banker Todd Davis MBA '04 into the intriguing world of real estate.

Flipping through the TV channels, Davis unexpectedly tuned into a new business opportunity when he saw potential in the process of turning old and undesirable houses into profits. Six years later, freshly equipped with a TCU MBA, he's wheeling and dealing in residential and commercial properties.

The 33-year-old Davis, who also works as a commercial lender in Dallas, runs Fort Worth-based LD Equity Investments. The company buys and rehabs houses and then either flips the property or keeps them as rentals, offering lease options to buyers who can't qualify for traditional mortgages because of low income or credit problems.

It's a business model that keeps on giving.

Davis' venture into real estate began in 1998 buying rental properties in the Boston area. By 2001, he was sold on real estate and began pursuing it full time, mostly buying multifamily units in the Northeast. That same year, he moved his company to Texas and sold its Northeast holdings two years later. In Texas, Davis turned his focus to single-family units, and he found a gem in lease options.

"Initially, I just planned on having some rental properties, and then I found out about lease optioning," Davis said. "The tenants basically maintain the property, plus they put a lot of money down when they move in."

Helping others is an added bonus. The lease option gives families with

limited choices an opportunity to move into their own home and immediately start building equity, explained Davis, who completed his bachelor's degree at Cedarville University in Ohio and finished up his MBA in TCU's accelerated program in August.

"Providing the lease option structure instead of the rental gives someone the opportunity to benefit from home ownership even if they've made some mistakes," Davis said. "Sometimes it doesn't work out, but usually it does."

Lease optioning has proved to be such a success that the company now keeps more properties than it sells. As of mid-August, LD Equity had 30 rental properties, with the goal of buying two or three a month until it gets to 100, Davis said.

Like many entrepreneurs, Davis has found the hardest part is just sticking with it.

"Sometimes it's great, other times it's a nightmare," he said. "The biggest challenge is remaining positive even when it looks like things aren't working out."

His MBA has certainly been a positive, providing an opportunity to "balance out" some of his business skills. Davis said TCU professors Joe Lipscomb and Garry Bruton had "a significant impact" on his educational and entrepreneurial development. In addition, networking experiences allowed him to meet people who had been involved in larger-scale ventures, prompting him to "think bigger" and expand into commercial real estate, where both Davis and LD Equity hope to expand.



## onto lease options – and a tidy profit.

LD Equity is financed by \$2 million in bank lines of credit, and about \$500,000 from private investors, as well as personal equity from Davis.

Michael Leshan, a first year MBA student and Davis' college roommate, was among the founding investors when the firm began buying up properties in Boston in 1998.

"It seemed like a lot of potential, a really good area of the country and just a great opportunity for growth, especially in the real estate market," Leshan said.

"We were real fortunate. It was hard work, but that area of the country did so well," he added. "It rewarded the risks that were taken."

In the near term, LD Equity Investments plans to continue buying and rehabbing local properties for lease option deals. Down the road, the company would like to expand its reach into commercial deals, such as apartment ownership.

"We would like to have \$10 million in single-family assets in the portfolio by the end of 2006, possibly expanding outside of Texas, turning 25 percent of these every year by lining up financing for the tenant to acquire the property."

*Rachel Stowe Master and her husband Kevin MBA '91 live in an area of unincorporated Tarrant County with their three sons.*



# FIELD RESEARCH

On assignment in Guatemala, Peace Corps volunteer **Brooke Sawyers '02** is on a long and winding road away from the techy e-business path, but her degree, compassion and hard work are making a world of difference in the lives of some native entrepreneurs.

For the past couple of years, Sawyers has been appointed to the Corps' Agricultural Marketing arm, though she admits her only ag connection is riding "in the back of pickups with seed and corn."

She's making an impact helping artisan groups add business acumen to their creative basket. The professionalism, communication skills and online research abilities she picked up at TCU are put into daily use.

Sawyers decided to join the Peace Corps to learn another language and culture, help people and "experience life on another level, considering how fortunate I've been throughout my life."

The most useful thing she learned at TCU: "Business is people," she said. "Whether on campus, on the job or in the Corps, I've got to be able to communicate well with others, and gain trust and understanding to make a solid team, even if it is in a different language or using symbols and colors versus words and numbers."

– RSM

For more information on Horned Frogs in the Peace Corps, link to [www.magazine.tcu.edu](http://www.magazine.tcu.edu).



## Graduate

### 1970s

**Jorge Fernandez** MBA '78 was recently named vice president, International and Alliances at Delta Air Lines. He will be responsible for all Caribbean, Latin American, Pacific and Transatlantic operations. In addition, he will develop Delta's international and alliances strategy, managing Delta's role in the SkyTeam global alliance and overseeing codeshare relationships with 16 partner airlines around the globe. Jorge joined Delta in 1999, bringing 24 years experience in the Air Force as a command pilot, strategic planner and international affairs advisor with him. He lives in Peachtree City, Ga. with his wife Sylvia and has two grown daughters.



**Glynne M. Jones** MBA '79 is a teacher with Katy Independent School District near Houston, Texas.  
[glynntry@aol.com](mailto:glynntry@aol.com)

### 1980s

**Larry N. Henges** BBA '81, MBA '85 received an MSW from Washington University and is currently pursuing his Ph.D. in counseling education at the University of Missouri. His interests include management of not-for-profits and mental health issues. [lhenges@aol.com](mailto:lhenges@aol.com)

**Scot Brunke** MBA '85 was recently named President for Aegis Communications Group. Prior to joining Aegis, Scot was CFO of RMH Teleservices, Inc. and had also served as an investment banker at J.P. Morgan Chase & Co. in Dallas for 15 years.

**Barbara Parker** MBA '87 lives in San Francisco, Calif. She is self employed as an author/licensed daycare provider. [Barbara\\_Tutt@yahoo.com](mailto:Barbara_Tutt@yahoo.com)

### 1990s

**Jim Greer** MBA '90 was named vice president of asset management and engineering at TXU Electric Delivery. He will direct all asset investment strategy, performance management, resource management, information management, and project management and design activities. Jim is a registered Professional Engineer in the State of Texas, and is a member of the Texas Society of Professional Engineers. He is past president of the Fort Worth Chapter of TSPE. He is also a member of



the Institute of Electrical and Electronic Engineers. He resides in Keller, Texas, with his wife Stella, sons Michael and Bradford, and daughter Laura.

In early 2000, after successful years in finance at PepsiCo and acquisitions at Crescent Real Estate, **Heath Simpson** decided to go back to school. "I did quite a lot of research on business schools when I decided to get an MBA, and TCU had all the right qualities. I spoke to some of my prospective professors, and I was really impressed. It seemed that returning to TCU would be the best choice. Then, when I found out about the one-year Accelerated MBA program I knew this was it."



The decision to return to the Neeley School turned out to be a great choice for Heath. When he completed the Accelerated program in the summer of 2001 Heath had an MBA with a focus in finance and investments, a 3.9 GPA, and experience in the Educational Investment Fund – including a semester as its Chief Administrator. "I knew I wanted to stick with my previous field, which was acquisitions. Turns out, SBC Communications was looking to fill a role in their mergers & acquisitions group and they contacted Chris Barry looking for candidates. Dr. Barry recommended me, and after several interviews I got the job."

Soon after joining SBC's mergers and acquisitions group Heath positioned himself in wireless communications, which included scouting potential opportunities for Cingular Wireless (SBC owns 60% of Cingular Wireless). "We are typically generalists here in the M&A group, because our company has services in all realms of communications. But, I knew it would be beneficial to specialize in a particular field – so I chose the growing wireless segment." That decision paid off in February of 2004 when Cingular announced its acquisition of AT&T Wireless, which, when completed in late 2004, will combine the #2 and #3 national wireless companies into the biggest wireless company in the U.S.

Heath played an integral role in the deal, overseeing analytical modeling, participating in due diligence, developing negotiating strategies and reviewing legal documents. "It is an understatement to say we put in a lot of hard work to get the deal done. There were a lot of 100+ hour work weeks at the office and on the road, but in the end it all paid off." But, did Heath's MBA have a role in the success of the transaction? "You bet. I thought back to different things I learned at TCU during the whole process. I

was working with the top investment bankers in the country, who come from the top ranked business schools. I can tell you that this TCU MBA held his own quite well in that crowd. That is a testament to the quality of the Neeley professors and staff, and the overall program."

The Cingular-AT&T Wireless transaction, which is the biggest all-cash deal in U.S. history, is slated to close later this year. In the meantime, Heath has been managing various aspects of the transaction to ensure it closes on time. "There are a lot of moving parts in a deal of this size and scope. My role in M&A is to keep things on track, and make sure all the loose ends get tied. That means coordinating investment bankers, lawyers, tax experts, accounting gurus, operations folks... at multiple companies. It is a lot of people. When I was in school, I thought the group projects were a little overdone; but now, with what I do, I'm glad to have had the practice."

What kind of advice would Heath give to today's MBA students? "If you are looking at acquisitions or investments, talk to a lot of people and companies to get the right fit for you. I think it is obvious that you need to hone your analytical skills. But, don't overlook your communications skills. You may be a quantitative guru, but if you can't get your point across then it is all for naught." Heath should know, because he has put together presentations for top executives at SBC, including the CEO and the Board of Directors.

**Don Denton** MBA '93 is a Business Intelligence Developer with Selkirk Inc. LLC. in Dallas.  
[don.denton@sbcglobal.net](mailto:don.denton@sbcglobal.net)

**Susan Sheffield** MBA '93 has been promoted to senior vice president of structured finance with AmeriCredit. She joined AmeriCredit in 2001 as vice president of investor relations. Susan and husband John (MBA '97) live in Fort Worth with son, William.

**Samantha Green Mayo** MBA '94 currently lives in Little Rock, Ark. where she is pursuing a Master in Health Services Administration while working at a local hospital.  
[james-sam\\_mayo@comcast.net](mailto:james-sam_mayo@comcast.net)

**Gary G. Walsh, CFA, CPA** MBA '95 was recently named a shareholder in the Luther King Capital Management firm.

**Chris Westfall** MBA '95 accepted a position in business development at AMX Corporation in Richardson, Tex. Chris lives in Dallas with his wife, Lisa-Gabrielle, and two daughters, Ruby and Magnolia. [chris.westfall@amx.com](mailto:chris.westfall@amx.com)



**Lisa Weimer Anderson** MBA '96 was recently promoted to the Director of Admissions in the Jones Graduate School of Management at Rice University. She lives in Pearland, Texas. [lisa94@aggienetwork.com](mailto:lisa94@aggienetwork.com)

**Derek L. DeCross** BBA' 94, MBA '96 was recently promoted to managing director of domestic pricing with American Airlines.

**Vincent Gaillard** MBA '96 lives in Paris, France. He is head of funding for Reseau Ferre de France. [vincent\\_gaillard@yahoo.fr](mailto:vincent_gaillard@yahoo.fr)

**Chris Anderson** MBA '97, his wife Julie and their son, Wesley, welcomed the newest addition to the family, Samuel Trapp, on June 10.



**Amy Henry** MBA '97, a recent contender for the top job on "The Apprentice" with Donald Trump, provided her thoughts on the experience during an interview with *The TCU Magazine*. To read more, visit [www.magazine.tcu.edu/articles/2004-02-PR.asp](http://www.magazine.tcu.edu/articles/2004-02-PR.asp)



**Victor Hidalgo** MBA '97 is employed with a Mexican-based division of Gulfstream Aerospace. He joined the company in September, 2002 after holding positions at TRW Automotive and Sony de Mexicali. [victor.hidalgo@gulfstream.com](mailto:victor.hidalgo@gulfstream.com)

**Jon C. Taylor** MBA '97 is living in Carmel, Ind. He currently works for Flextray as North Central sales director. [jtaylor@sgmetals.com](mailto:jtaylor@sgmetals.com)

**Monte Elliff** MBA '98 lives in Tarrytown, N.Y. He is a vice president with J.P. Morgan Chase. [monte.elliff@jpmorgan.com](mailto:monte.elliff@jpmorgan.com)

**Monika (Sanders) Bagley** MBA '99 is currently living in Arlington, Texas with husband, Peter. Since 2002, she has worked in the real estate group for French bank, Societe Generale (SG), in Dallas. [monika.bagley@sgcib.com](mailto:monika.bagley@sgcib.com)

**Todd A. Doze** MBA '99 is executive vice president and CFO with Texas International Life Insurance Company. He lives in Austin, Texas. [tadoze@yahoo.com](mailto:tadoze@yahoo.com)

**Eszter Szontagh** MBA '99 is living in Budapest, Hungary. She is a marketing director with Allround. [szontagh@yahoo.com](mailto:szontagh@yahoo.com)

**Arthur Zhang** MBA '99 lives in Hong Kong and is manager of financial planning and business analysis, Asia with International Paper. [arthur.zhang@ipaper.com](mailto:arthur.zhang@ipaper.com)

Years with company: *4 months*

Challenges company will face next 12 months: *Multiple strategic moves in Asia*

Leadership style: *Pace setting*

First Job out of school: *Financial Analyst, IBM*

Favorite TCU Professor: *Lockwood, Barry, Block*

Spouse: *Lu Sun*

Children: *Alina Zhang, 2 years old*

## 2000s

**Carrie (Joyce) MBA '00** and **Jason Kemmer MBA '00** celebrated the birth of their son Harrison Michael on May 8, 2004. Carrie is currently the assistant director of the Supply & Value Chain Center in the Neeley School at TCU.



**Josh Pirtle** MBA '01 is currently employed with Crescent Real Estate as an accounting analyst. He lives in Bedford, Texas. [jpirtle@crescent.com](mailto:jpirtle@crescent.com)

**Omar Mata** MBA '02 was recently promoted to area manager of finance with SBC in Dallas. [om5816@sbc.com](mailto:om5816@sbc.com)

**Dr. Janice Knebl** MBA '02 has been named the first Dallas Southwest Osteopathic Physician Inc. Distinguished Chair of Clinical Geriatrics at the University of North Texas Health Science Center at Fort Worth.

**Dallas J. Webb** MBA '02 lives in Delray Beach, Fla. and is senior vice president of equity research with Stanford Financial Group. [dallas\\_webb@hotmail.com](mailto:dallas_webb@hotmail.com)

**M. Christine "Chris" Kalish** MBA '03 has joined the Internal Medicine Department at University of North Texas Health Science Center as administrative director. She had been at UT Southwestern Medical Center in Dallas.

**Pankaj Prabhat** MBA '03 is manager of corporate sales (North) at Standard Chartered Bank in New Delhi, India. [pankaj2709@yahoo.com](mailto:pankaj2709@yahoo.com)

**The Executive MBA Class of 2004** made a donation of more than \$4,000. **Mark Muller** EMBA '04 said, "It was our graduating class' way of giving something back to the Neeley School in recognition of the great experience we had in the program."



## Undergraduates

### 1970s

**Jim G. Blumeyer** '73 resides in St. Louis, Mo. [jimblumeyer@aol.com](mailto:jimblumeyer@aol.com)

**Mike D'Onofrio** '73 lives in Tulsa, Okla. and is president of Frontier Wax Limited. [mtonofrio@cox.net](mailto:mtonofrio@cox.net)

**Allen W. Cunniff** '77 is a training administrator with the Army. He lives in Olympia, Wash. [tpigskin@comcast.net](mailto:tpigskin@comcast.net)

**Barry Harbuck** '79 lives in Fort Worth, Texas. He is a senior financial cost analyst with Lockheed Martin Aeronautics Co. [james.b.harbuck@lmco.com](mailto:james.b.harbuck@lmco.com)

**Steven C. Haugrud** '79 is senior construction manager with U.S. Home and currently lives in Winchester, Va. [haugruds@aol.com](mailto:haugruds@aol.com)

### 1980s

**Bill Benning** '83 has joined the Trust Department of Texas State Bank as senior vice president and senior trust officer. Previously, he has served as the southwest regional manager and senior vice president and trust officer for another area financial institution, managing Beaumont and Lake Charles Trust locations.

**John T. Wurzer** '83 works for Diamond Comic Distributors as executive director of purchasing and order processing. He lives in Ellicott City, Md. [wurzite@comcast.net](mailto:wurzite@comcast.net)

**Oscar E. Lopez** '86 currently resides in Grapevine, Texas with his 6 year old daughter, Elizabeth, and wife of 11 years, Jane. He is vice president of sales and marketing for Virginia KMP Corporation, with responsibility for North, Central and South America. [oklopez@aol.com](mailto:oklopez@aol.com)

Years with company: 5

Company description: *Manufacturer of Air Conditioning and Refrigeration components and service chemicals*

Personal business strategy: *Work as hard as possible and treat people as I want to be treated*

Challenges company will face the next 12 months: *Industry Consolidation*

Leadership style: *Laid back, fun in business, lead by example*

First job out of school: *Merrill Lynch*

Role model/mentor: *Dad*

Hobbies: *Golf, tennis, jogging*

## 1990s

**Juan Carlos Mejia** '90 is a general manager with Credomatic de El Salvador. He lives in San Salvador, El Salvador. [jcmejia@telemovil.net](mailto:jcmejia@telemovil.net)

**Chad Heath Martin** '92 recently left Goldman, Sachs & Co. in San Francisco to join Pacific Pulmonary Services as the company's CFO. Chad had been with Goldman for the past 12 years and has since received his MBA from Stanford in 1996. Pacific Pulmonary is a private healthcare service company headquartered in Novato, Ca. [chadm@ppsc.com](mailto:chadm@ppsc.com)

**Jason C. Morin** '92 lives in Toronto, Canada. He is currently working for Trailmobile Canada as a general manager. [jason@trailmobile.com](mailto:jason@trailmobile.com)

**Kent Bradshaw** '93 is living in Chicago, Ill. and is vice president of finance for MovingStation. [kbradshaw@movingstation.com](mailto:kbradshaw@movingstation.com)

**Nathan Burke** '93 currently lives in Charleston, W.V. [ndburke@hotmail.com](mailto:ndburke@hotmail.com)

**Elizabeth (Betti) Murphy** '94 resides in Alberta, Canada. [superfrog94@hotmail.com](mailto:superfrog94@hotmail.com)

**Doug S. Smith III** '95 is a senior financial analyst with the Microsoft Corporation. He lives in Bellevue, Wash. [ds@smithpostoffice.com](mailto:ds@smithpostoffice.com)

**Jay Shellhorn** '96 currently lives in New York City. [jshellhorn@hotmail.com](mailto:jshellhorn@hotmail.com)

**Courtney Elizabeth Grimm** '97 lives in Minneapolis, Minn. [courtneygrimm@msn.com](mailto:courtneygrimm@msn.com)

**Rick Heimendinger** '97 is working for GE Medical

Systems as a territory manager. He lives in Murphy, Texas. [rheimendinger@yahoo.com](mailto:rheimendinger@yahoo.com)

**Katie Gilder Leach** '98 is currently living in Ipswich, Mass. [katieleach@comcast.net](mailto:katieleach@comcast.net)

**Dan Leonard** '98 is a corporate banking officer with Guaranty Bank. He lives in Austin, Texas. [dan.leonard@guarantygroup.com](mailto:dan.leonard@guarantygroup.com)

**Erin (Sanderlin) Bloodgood** '99 is a marketing manager with Ann Taylor in New York. [erinbloodgood@yahoo.com](mailto:erinbloodgood@yahoo.com)

**Rachael (Niwa) McDonald** '99 lives in City Beach, Australia. She is a sales executive with Post Newspapers. [rachael@postnewspapers.com.au](mailto:rachael@postnewspapers.com.au)

## 2000s

**Kathlyn J. Ellis** '00 is a logistics analyst with the Hub Group. She lives in Corona del Mar, Ca. [kathlyn\\_ellis@yahoo.com](mailto:kathlyn_ellis@yahoo.com)

**Carrie Hanson Haycraft** '00 lives in Dallas, Texas. She is classroom director/owner of DFW Center for Autism. [carriehaycraft@yahoo.com](mailto:carriehaycraft@yahoo.com)

**Ann Christine Olmstead** '00 currently lives in Tulsa, Ok. [annieolms@hotmail.com](mailto:annieolms@hotmail.com)

**Matt Reinbold** '00 is an analyst at Citadel Investment Group, a hedge fund, and living in Chicago. [mmreinbold@hotmail.com](mailto:mmreinbold@hotmail.com)

**Michael Rodriguez** '00 is a financial advisor with Merrill Lynch in Fort Worth. [m\\_rodriguez@ml.com](mailto:m_rodriguez@ml.com)

**Brett Schibler** '00 lives in Dallas and is a senior mortgage planner for CTX Mortgage. [brett.schibler@ctxmort.com](mailto:brett.schibler@ctxmort.com)

**Geoff Justice** '00 recently accepted a business/sales analyst position with Future Brands (a joint venture between Jim Beam and ABSOLUT Vodka) in their South Central Regional office. On March 27, Geoff married **Emily Cooper** '00 in Robert Carr Chapel on the TCU campus, and in May he received his MBA



from the University of Texas in Arlington. [gwjustice@hotmail.com](mailto:gwjustice@hotmail.com)

**Cedrick Dewayne Ellis** '01 works for the Army as a logistician. He currently lives in Temple, Texas. [cedrickellis@yahoo.com](mailto:cedrickellis@yahoo.com)

**Jason M. Gaede** '02 currently lives in Hermosa Beach, Ca. He is an analyst with RSMEquico, Investment Bank. [gaedetcu@hotmail.com](mailto:gaedetcu@hotmail.com)

**Brian Barker** '03 resides in Shreveport, La. and works in sales for AFS Logistics, a transportation/logistics firm. [brianbarker@alumni.tcu.edu](mailto:brianbarker@alumni.tcu.edu)



## ::MEMORIAM::

Sean Michael McAlpine, a junior business student and vice president of his fraternity, Delta Tau Delta, died June 25th, from injuries caused by an auto accident at his home in Anchorage, Alaska.

Sean was a true horned frog who was active in campus life and excelled academically, earning a place on both the dean's and president's lists. He was an excellent athlete who in addition to skiing, baseball and football was an accomplished tournament-level golfer. His family wrote: "Sean never met a stranger. Whether coaching children or working alongside adults, Sean's outgoing personality, winning smile and sense of humor made it easy for him to make friends. Sean was the light of his family's life and will be forever missed."

## Submit Class Notes at:

<http://www.neeley.tcu.edu/alumni/infoupdate/classnotes.asp>

or mail to: [Neeley@dvantage](mailto:Neeley@dvantage)

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*Announcements may be edited due to space restrictions. Information received will be published as soon as possible.*

# alumni events



## Dallas: Feb. 12, 2004 at

### Park City Club

#### Host Committee:

Scot Brunke MBA '85, W. Byron Dunn BBA '75,  
Tatiana Frierson MBA '87  
& Randy Marvel MBA '96

1. John Langston current MBA student, Class of '06 with Jarrod Sims BBA '01
2. Pam Dunn BS '74 & Byron Dunn BBA '75



## Houston: March 4, 2004 at The Museum of Fine Arts

#### Host committee:

Grant Fortney MBA '00, Monique B. Hill BBA '93  
& MBA '95, Leslie Hollingsworth  
MBA '91, Sal Rodriguez BBA '67, Ken Williams BBA  
'63 & MBA '64

3. Sal Rodriguez BBA '67 visits with two recent graduates.
4. Dr. Bob Vigeland and Marie Louise Kinder '95.



## Austin: March 25, 2004 at The Driskill

#### Host Committee:

Amy Henry MBA '97, Pam B. Noble MBA '91, Teri &  
Scot O'Glee BS '78, Jerry Ray BSC '58, Paul Trulove  
BBA '95 & MBA '99

5. Pam Noble MBA '91, Amy Henry MBA '97, Paul Trulove BBA '95 & MBA '99 and Jerry Ray BSC '58 with wife Betty
6. TCU alums gather for a photo at The Driskill



## San Antonio: April 15, 2004 at The Argyle

#### Host Committee:

Corbett Christie BBA '75, Phil Gamble BBA '76,  
Anne H. Rooney MBA '97, Louis Rubiola MBA '00,  
T. Chris Shelfer BBA '71 & MBA '73

7. Debbie BS '76 & Corbett Christie BBA '75 and friend
8. Dean Lusch visiting with a few of the alums.



## Ft. Worth: April 30 - May 1, 2004 1994 10-Year Reunion

9. Tasa Lefler Anderson, Renee Rounsaville Odom, Guy Briggs and Steve Denny
10. Bruce Hartin, Julie Parker Hartin, Bryan and Elizabeth Shorn
11. Nic Potter and Todd Turman



SAVE THE DATE!

## UPCOMING ALUMNI EVENTS

Join us for Networking Opportunity!  
2nd Thursday of every month at 6 p.m.  
Fox & Hound, upstairs  
604 Main Street  
Fort Worth, Texas

November 18, 2004 - Bell Helicopter  
September 29, 2004 - Fidelity  
October 21-24, 2004 -  
**Frog Family Homecoming**

*Frog Family Weekend blends the traditions of TCU Homecoming, the fun of Family Weekend plus new and exciting activities into one giant celebration uniting the entire Horned Frog family. Visit [www.frogfamilyhomecoming.tcu.edu/](http://www.frogfamilyhomecoming.tcu.edu/) for more information.*



October 28, 2004 - Fort Worth  
November 4, 2004 - New York  
December 2, 2004 - Burlington Northern Santa Fe  
February 3, 2005 - Austin  
February 10, 2005 - Alcon Laboratories  
February 24, 2005 - Dallas  
March 3, 2005 - Houston  
March 24, 2005 - RadioShack  
April 14, 2005 - San Antonio

Contact Bunny Ridgeway for more information  
[b.ridgeway@tcu.edu](mailto:b.ridgeway@tcu.edu) or visit  
[www.neeley.tcu.edu/alumni/events/index.asp](http://www.neeley.tcu.edu/alumni/events/index.asp)

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