Faculty and students around the world are sometimes said to live in an ivory tower, and it is not meant in a complimentary fashion. A 2014 documentary by that name featured a professor saying that colleges “have lost their way about who and what they are.”

The notion that universities are secluded or separated from the real world is likely based on an early 1900s essay by Henri Bergson, *Laughter*, where he states that “each member must be ever attentive to his social surroundings. He must avoid shutting himself up in his own peculiar character as a philosopher in his ivory tower.”

I, and I believe all TCU Neeley faculty and staff, heartily agree with Bergson. Business education is most effective when classroom learning is joined with experiential learning opportunities with business and nonprofit partners.

At TCU Neeley, we embrace three principle tenants of our accrediting agency, AACSB International: 1. Engagement. We focus on opportunities for students through experiential learning and for faculty through academic and professional engagement. 2. Innovation. We support new paths of inquiry, new business creation and agility in business. 3. Impact. We focus on accountability and outcome of inputs in the context of mission.

In this issue of *Neeley Magazine*, you’ll read about examples of engagement, innovation and impact by our students, faculty and staff as they build a bold future.

Yes, we are in the middle of a transformative building project with the Spencer and Marlene Hays Business Commons, but we are not building or living in an ivory tower. We are constantly looking to learn from the world and find opportunities to engage, innovate and impact the world in significant ways. Our job is not just to study the principles of business, but to lead on to address and help solve the problems of the world.

I think you’ll enjoy reading about some of the many ways we do that here at TCU Neeley.
Graduate students from the TCU Neeley School of Business and junior engineering majors from the College of Science & Engineering created an innovative partnership to work on a project for Byrne Construction for a downtown Fort Worth building renovation.

**Special Section**


6  Reaching Out Across Campus So When The Future Calls, You Can Answer
The Neeley School of Business and the College of Science & Engineering are next to each other on the TCU campus, but it can seem like light years separate them. Until one innovative, interdisciplinary project brought them together.

11 Embracing Innovation: Supply Chain Officers Are Powerful Players In Top Management

12 When Your School Is So Popular That Advisors Are Swamped, You Swoop In To Help
There are more than 2,300 undergraduate students in the Neeley School of Business, and approximately 700 TCU freshmen interested each year. All of them are vying for time with advisors. Here’s how three juniors stepped in to help.

15 Impacting The Bottom Line: Shield Competitive Information Or Share It With Potential Investors?

16 Centers And Institutes: Engaging Businesses, Faculty And Students

17 Rick Settle BBA ’13 and Jodi Settle Dyer BBA ’10

**ON THE COVER**
Neeley Navigators, student advising assistants and peer mentors, have not only responded to demands in an inventive and impactful way, they have changed the narrative about student advising.

Photo by Leo Wesson

© TCU Neeley School of Business
Innovation, impact and engagement spur TCU Neeley students and alumni to lead change, find answers, embrace new ideas, inspire collaboration and ultimately transform business education — and business itself.

By Elaine Cole

What drives you to be better? Finding innovative ways to work? Making an immediate and lasting impact? Engaging with others to meet the world’s changing needs?

Whether we are refining our own practices, partnering with other TCU schools to improve business procedures, creating new hubs for professionals and academics, or collaborating with alumni mentors, every day we look around at ourselves, our school and our community to discover ways we can make a difference.

Our work is clear: to foster engagement, accelerate innovation and amplify impact in business education. That is the mission of the Association to Advance Collegiate Schools of Business, and it is one we proudly share as an accredited member of AACSB.

Read on for examples of the many ways we carry out that mission.
Reaching Out Across Campus
So When The Future Calls, You Can Answer

The Neeley School of Business and the College of Science & Engineering. The two buildings are next to each other on the TCU campus, but it can seem like light years separate them. Until one innovative, interdisciplinary project brought them together.

By Elaine Cole and Andrea Stafford

The Art Deco Sinclair Building in downtown Fort Worth is undergoing a remarkable transformation, and TCU MBAs and engineering students are in the thick of it.

The 16-story 1930s building in Sundance Square is being converted into a Marriott Autograph Collection Hotel. The intelligent building will feature advanced technologies for state-of-the-art customer experience and energy savings. The innovations are mind boggling: refrigerators without Freon, energy-producing sports equipment, digital showers, and savvy electric mirrors for watching television, ordering room service, connecting to phones, adjusting lighting, checking the weather or calling for a car.

Turning a historic building into what Sinclair Holdings President Farukh Aslam calls “the first true intelligent building” requires a combination of systems, vendors, designers, technicians and builders.

It also requires an innovative approach for managing the various parts of the project. When Sinclair Holdings tapped Byrne Construction for the project, construction manager Brian Broom turned to TCU to help
Byrne transform the 88-year-old building into a 21st-century marvel, all in less than a year.

“We are changing the industry with this project,” Broom said. “We needed new resources.”

Mike Harville, professor of professional practice in the Department of Engineering, learned about the project from Broom and sensed Byrne could benefit from a supply chain focused solution. He contacted Ed Riefenstahl, director of MBA experiential learning in the TCU Neeley School of Business. Together, Harville and Riefenstahl recruited a team of three MBAs – Vivek Cheekoti, Terrance Lu and Sachin Sharma – and two junior engineering students – Cole Graham and Bill Pickett.

“We have always wanted interdisciplinary projects for Neeley & Associates MBA Consulting,” Riefenstahl said. “Byrne Construction gave us the opportunity to start and hopefully maintain a partnership with the College of Science & Engineering.”

The team was advised by Brandon Journay, second-year MBA principal with Neeley & Associates MBA Consulting; Dave Sanders, CEO of Dallas Advisory Partners; plus Harville, Riefenstahl and faculty subject matter experts.

“We didn’t get too deep into the technical side of engineering, just enough that these guys [Graham and Pickett] weren’t going over our heads,” Journay said. “On the business side, as MBAs we were able to manage the project, make sure everyone was doing their part, and then put it all together.”

“We hope that projects like this really complement the experiential learning our students get through the engineering senior design experience,” Harville said.

The team focused on improving efficiency and reducing waste by organizing each of the subcontractors’ tasks so the building restoration will finish on schedule and on budget. They made both short- and long-term recommendations, removed constraints, and provided regular updates for the subcontractor scheduling board.

“I told Mike my only worry was that they would give me more brain power than I could keep up with, and they did,” Broom said. “They were always asking, ‘Mr. Broom, why aren’t you doing this?’ We eliminated so much waste. They are doing such a good job, it’s like hanging on to the tail of a tiger.”

The student team worked with Byrne Construction to implement the lean construction process, an industrial methodology of principles and practices that helps streamline a project from start to finish. The process draws heavily from the expertise of supply chain principles, which the TCU MBA students brought to the table.

The TCU student engineers, who have a better understanding of the construction world, talked with the project’s trade professionals such as electricians and plumbers to understand what they were doing. They communicated that information to the supply chain focused MBA students, and then the team worked together to quantify and determine how to make everything operate more efficiently.

“The project has been unique and something our students have not done before in an interdisciplinary internship capacity where engineering and business overlap,” Harville said.

The students learned as much from each other as they did from the project.

“We definitely learned more about supply chain,” Graham said. “Before this I had no exposure to business at all. This has opened my eyes to how their side of things work.”

“They were always there with the numbers, getting the graphs right,” Cheekoti said of the engineering students. “It was refreshing to work with someone who knows about construction.”

“It was also good to work with people of different ages for different perspectives,” added Lu. “They are 20-something and we are in our 30s. They see a different angle to a problem.”

The two schools may not teach students the same skills and knowledge, but the team shared a common goal: giving their best for the project.

One recommendation the TCU team made was to eliminate the usual 30-minute weekly meetings.

“**My only worry was that they would give me more brain power than I could keep up with, and they did. We eliminated so much waste. They are doing such a good job, it’s like hanging on to the tail of a tiger.”**

Brian Broom, Construction Manager

Byrne Construction
“We definitely learned more about supply chain. Before this I had no exposure to business at all. This has opened my eyes to how their side of things work.”

Cole Graham, junior engineering major
subcontractor meeting and instead meet daily for five minutes.

“Now we are communicating more and on a daily basis,” Broom said. “We were not doing that before they came.”

“I learned that communication is key,” Graham said. “As engineers we can be kind of introverted. We saw very clearly that communication plays a pivotal role in business.”

Pickett agreed: “Especially the experience of telling guys we don’t know and who have been doing it a while, how to do their job. But us showing them a more efficient way, that’s going to help all of us in the long run.”

“We take communication for granted in business,” Cheekoti said. “We think meetings will address a lot of issues, but you still need to communicate through different avenues so you don’t cut into other people’s work.”

“I learned that communication is key,” Graham said. “As engineers we can be kind of introverted. We saw very clearly that communication plays a pivotal role in business.”

Pickett agreed: “Especially the experience of telling guys we don’t know and who have been doing it a while, how to do their job. But us showing them a more efficient way, that’s going to help all of us in the long run.”

“We take communication for granted in business,” Cheekoti said. “We think meetings will address a lot of issues, but you still need to communicate through different avenues so you don’t cut into other people’s work.”

Cheekoti was taking an MBA project management class while working on the project, which helped him understand Broom’s terms and plans more quickly, as well as the reasons for certain actions.

“Why is a new schedule coming? Oh, because we are trying to fast-track things. I wouldn’t have made the connection if not for the class and this project,” Cheekoti said.

MBA classmate Sharma agreed. “Learning a concept is one thing, but applying it in the real world is another. Byrne gave us that platform,” he said of the award-winning company with roots in Fort Worth for 95 years.

“We not only gave them value, but it added value to us in terms of making us ready for the business world,” Sharma added.

While the team honed their organizational and communications skills, not to mention their supply chain and engineering skills, the key to ultimate success was implementation.

“We weren’t just telling them this way is more efficient. We were staying with them and making sure,” Pickett said.

“At the end of day everyone was there to make sure the project was going in a forward direction,” Sharma said.

“The MBA program teaches us that on a business team you work with 10 different people with 10 different backgrounds, but you all come together on the same page and give a two-sentence paragraph to the client to tell them this is what needs to be improved or needs to be done,” Sharma added. “That is the practical experience we learned with this project.”

The students provided a “Lessons Learned” spreadsheet, a semester-long effort resulting from weekly meetings. Each meeting involved trying out a new process to see how it worked and quantifying the success through key performance indicators. The students kept a running list of suggestions made to Byrne Construction to quantify the difference of the impact and efficiency they contributed to the project.

“This paid project was an innovative opportunity to not only work with a construction company, but also the business school,” Harville said. “The sooner engineering students understand these interdisciplinary projects, the more prepared they are for their career.”

He added: “We’re hoping that this initial project is the beginning of a longer-term program between Byrne, Neeley and our engineering department.”

Elaine Cole is communications manager for the TCU Neeley School of Business. Andrea Stafford is marketing coordinator for the College of Science & Engineering.
Embracing Innovation: Supply Chain Officers Are Powerful Players In Top Management

By Elaine Cole

Supply chain is too important to a company’s success to stay in the shadows. In the past, supply chain officers rarely reported directly to the CEO, but with the increase in outsourcing and rising importance of procurement, distribution and planning in today’s global business environment, chief supply chain officers are finally getting a seat at the table.

Between 2000 and 2012, at least 71 new chief supply chain officer (CSCO) positions were created in S&P 1500 firms. Since 2012, the number of CSCOs has nearly doubled.

That can make a big difference in a company’s success, according to research published in the Journal of Operations Management by Joe Roh, associate professor of supply chain management; Ryan Krause, associate professor of strategy; and Morgan Swink, the Eunice and James L. West Chair in Supply Chain Management.

The TCU Neeley professors used contingency theory to determine which firms are more likely to take an innovative approach to supply chain and appoint a CSCO to top management, and how that innovation can lead to superior performance.

They analyzed data from a 21-year sample of publicly held firms to propose three factors that weigh in favor of CSCOs being appointed to top management: financial leverage, internationalization and diversification.

“When a company is highly leveraged, globally operating and has a diverse portfolio, having a chief supply chain officer on the top management team correlates with better financial performance,” Roh said.

In fact, their research showed that the performance gap was 200 basis points higher return on assets for those businesses with CSCOs.

Highly leveraged firms must integrate supply chain networks and share assets while also enabling differentiation across strategic business units (SBUs). That requires a knowledgeable voice on the top management team: a CSCO who has the ability to form partnerships with SBU executives.

The higher a company’s global exposure, the more differentiation and integration pressures it has to manage, so a CSCO on the top management team helps balance those pressures by creating strategic partnerships with SBU executives and being involved in top-level strategic decision-making.

When a firm has multiple businesses in its portfolio, coordinating supply chain activities across the entire firm is more complex, yet combining and coordinating operations across multiple businesses creates more value than each business could produce independently.

Meeting this challenge requires sophisticated integration and communication between the supply chain management organization and the SBUs: a role for CSCOs.

“Our study helps companies develop a strong rationale for designing CSCO roles at top management, and provides evidence of important skillsets that are unique to those roles,” Krause said.

“We expect the need for this type of innovative leadership to continue to be acute, given the outsourced, global and technology-driven nature of competition today,” Swink said.

“Embracing Innovation: Supply Chain Officers Are Powerful Players In Top Management” by Elaine Cole.

Business school is the new cool. There are more than 2,300 undergraduate students in the Neeley School of Business, and around 700 TCU freshmen interested each year. All of them are vying for time with advisors. Here’s how three juniors stepped in to help.

By Elaine Cole
When Nick Guarino, Lindsey Thompson and Paul Freeman brainstormed ideas for their junior-year impact project in the BNSF Neeley Leadership program, they saw a challenge right in their own back yard.

Impact projects are exactly that, projects that make a lasting, meaningful impact on a problem or challenge. “We had a lot of potential ideas and traced it down to what we were most passionate about, and that is TCU and Neeley and wanting to make a lasting impact here while helping others,” Guarino said.

As the three recalled their experiences when they arrived at TCU as freshmen from out of state, they remembered how many questions they had about getting into the business school. But the five advisors in Neeley Academic Advising were busy meeting one-on-one with more than 2,000 students already accepted into school. Freshmen wanting to enter TCU Neeley were advised in groups of 20.

Guarino, Thompson and Freeman saw an opportunity to make first-year advising a better experience through a student-to-student program.

Meanwhile, TCU Neeley advisors were asking themselves how they could better serve freshmen.

“We talked about how we make advising personal for all the other students, so how could we make it more personal for first-year students?” said Academic Advisor K.C. Mendez. “We looked at research on peer advising and mentoring and wondered if it would be possible to establish a peer program here.”

It wasn’t long before Mendez, Guarino, Thompson and Freeman discovered they were working on a similar initiative and met to compare notes. They came up with an idea for student advisors called Neeley Navigators.

They called on Cedric James, director of TCU’s Idea Factory, to help them create a strategy. They participated in a design thinking session where they put all the possibilities on the board and then discussed how to design a student mentor program to make the biggest impact.

“Cedric challenged us to hone in on what we really wanted to do,” Thompson said.

The first step was to put together a team of Neeley Navigators. They created an application, sent out an email, and received an astounding 50 applications from students across all business majors.

“They were all super well qualified with an average GPA of 3.7,” Guarino said.

Mendez and the team then conducted 24 face-to-face interviews.

“We wanted to make sure they were not just wanting to add something to their résumé, but were passionate about the problem. Maybe they had a similar experience their first year,” Guarino said.

They ended up with a team of 16 Neeley Navigators, “all rock stars,” according to Guarino, with at least one representative from every business major.

The new recruits participated in a training event at Team Building With Taste with directors Freeman, Thompson and Guarino, and Mendez.

“It was an opportunity for them to meet each other, learn what they were supposed to do, and start learning the TCU Neeley admissions information so they could provide accurate information to students’ questions,” Thompson said.

“We trained them on all the admissions requirements, academics, and how to refer students if they had problems related to other concerns,” Mendez said. “We trained them on everything we could think of that they may encounter.”

The following week the Neeley Navigators started their regular desk time, Monday through Thursday, 10:00 a.m. to 4:00 p.m., in groups of two at the entrance to Neeley Academic Advising.

The desk was an easy-access, high-visibility opportunity for any student to walk up and ask questions.

And they did.

They asked about interview dates and times. They asked about summer school, student organizations, study abroad and tutoring. They asked about balancing class schedules with obligations outside of school. They ask about scholarships and transferring credits. They talked about dropping or changing classes.

“We prepared a handbook that answered a

We had a lot of potential ideas and traced it down to what we were most passionate about, and that is TCU and Neeley and wanting to make a lasting impact here while helping others.”

Nick Guarino, BNSF Neeley Leader
lot of questions, but there are always a few that don’t fit, so it was an opportunity for us and the advisors to hear about problems we might not have thought of,” Thompson said.

“Not every student we’ve been able to talk to is beyond our wildest dreams,” Freeman said.

When they began the project, the worst-case scenario was that they would only talk to 10 students. If it went well, they thought they might talk to 50 students over the course of a semester. At the end of the spring 2018 semester, Neeley Navigators had seen more than 100 students at desk time.

“They just ran with it,” Mendez said. “I told them if they needed anything they could always come to my office, but I trusted them completely. I had full confidence in them.”

The three met weekly with Mendez, and the entire group of Neeley Navigators met monthly to discuss issues and progress, and talk about the sustainability of the program.

“I think one of the coolest things that we weren’t aware would happen is that Neeley Navigators has become a very competitive program,” Thompson said. “Their friends want to join because they’ve heard great things, or the freshmen want to join because it has helped them.”

“I think that’s why this program has been such a success in just a few months,” Freeman said.

Desk time wasn’t the only face-to-face interaction Neeley Navigators had with underclassmen. They also attended first-year group advising, where they had a noticeable impact on the 400 students they served.

First-year students heaped praise on the Navigators. On the feedback form under “What did you like best about group advising?” answers included: “The assistance and insight of older Neeley students.” “Hearing from older students about what classes to take, what classes to separate among semesters, and overall advice from them.” “Having upperclassmen students around to share opinions about class schedules.” “Tips from the Neeley sophomores.”

Neeley Navigators have not only responded to demands in an inventive and impactful way, they have changed the narrative about student advising.

“That impact is the success of the program,” Freeman said.

With success assured and impact validated, Freeman, Thompson and Guarino are transitioning out as they head into their senior year, passing along everything they did and all the resources they created so they can take a step back and see the program expand and flourish.

To replace their leadership they set up an executive board of four of the original 16 to guide the current team and new recruits: Jon Adams, President; Michael Bowen, VP of Membership Development; Erin Heffernan, VP of Marketing; Sarah Callan, VP of Recruitment.

They know the future is in good hands. “The executive board has all these amazing ideas for growing the program,” Guarino said.

Thompson agreed. “The Navigators are dedicated and driven to continue to make this difference on campus.”

Guarino, Thompson and Freeman may be humble about their part in the program’s success, but Mendez knows how much they have transformed the TCU Neeley admissions process.

“Paul, Nick and Lindsey don’t realize it yet because we may not see the full scope of the impact they have made until after they graduate,” Mendez said. “They may not fully appreciate it until they are alumni and see Neeley Navigators serving even more students.”

“Neeley Navigators has become a very competitive program. Freshmen want to join because it has helped them.”

Lindsey Thompson, BNSF Neeley Leader
Impacting The Bottom Line: Shield Competitive Information Or Share It With Potential Investors?

By Elaine Cole

The initial public offering (IPO) has a big impact on a company’s growth.

The IPO is often the first opportunity for potential investors to learn details about a company, yet the Securities and Exchange Commission allows certain proprietary information such as pricing terms, specifications, deadlines and milestone payments, to be redacted to shield the information from rivals.

While this helps preserve a firm’s competitive advantage, it also limits investors’ access to crucial information.

“New firms face trade-offs between competitive needs to protect proprietary information from rivals, and investors’ needs for information to help value securities,” said Audra Boone, the C.R. Williams Professor in Financial Services.

Boone’s research shows that approximately 40 percent of firms redact information from at least one material agreement at the IPO.

“The redacting firms tend to be younger, have higher research and development expenses, receive venture capital backing and reside in more competitive industries, so they face higher proprietary costs from disclosing information to rival firms,” Boone said.

On the plus side, shielding competitively sensitive information helps maintain competitive advantage and generate positive economic outcomes.

“IPO firms with redacted information have greater profitability and higher sales growth than industry peers in the three years following the IPO,” Boone said.

On the down side, investors might produce less precise valuation estimates, leading to higher costs of raising capital.

Boone’s research, published in the *Journal of Financial Economics*, shows that redacting firms experience greater first-day underpricing than those with full disclosure. The effect is approximately 7 percent of the difference between the offer price and close price on the first day of trading. The mean underpricing is approximately 21 percent.

According to Boone’s research, redacting firms use two tactics to offset the higher costs: conducting more follow-on equity offerings and selling insider shares at slower rates.


Boone said. “However, our research indicates that firms ultimately benefit from higher peer-adjusted performance when both firms and insiders delay raising a portion of equity until after the firm has been public for some time.”

Engagement with the business community enables TCU Neeley to stay dynamic, relevant, and have a bigger impact on business, our community and the world. Centers and institutes are the conduit for that engagement. Professionals benefit from faculty research, high-powered conferences and student interaction. Students benefit from experiential learning opportunities, internships and advice from business leaders. Faculty members provide research and expertise to improve companies’ performance.

TCU Neeley Institute for Entrepreneurship and Innovation

*est. 1999* The Institute for Entrepreneurship and Innovation, previously the Neeley Entrepreneurship Center, gives TCU students from every major the opportunity to pitch business ideas and invest in startups. The institute hosts the award-winning Richards Barrentine Values and Ventures® Competition to encourage social capitalism, and presents the Jane and Pat Bolin Innovation Forum, which brings transformational leaders to campus.

Center for Real Estate

*est. 2018* The new Center for Real Estate will provide networking and experiential learning opportunities for students interested in real estate careers, plus innovative executive education for professionals and leading-edge research for the real estate industry. The center will host events such as the Bryan and Susan Koop Real Estate Speaker Series.

Sales and Customer Insights Center

*est. 2018* The new Sales and Customer Insights Center will help businesses manage the buyer-seller relationship through research by TCU marketing professors, including Lifetime Achievement honorees in Sales and Sales Management and Marketing Research. Students will strengthen skills through networking, hands-on activities and high-tech sales labs.

Center for Responsible Global Business and Policy

*est. 2018* The new Center for Responsible Global Business and Policy will support TCU Neeley’s global business minor with study abroad programs, semester abroad programs and international internships. Professors from all majors will utilize the center to identify opportunities for international research and visiting faculty.

Center for Supply Chain Innovation

*est. 2001* The Center for Supply Chain Innovation provides networking events, a competitive year-long on-the-job program for select supply chain majors, and a national competition for graduate students. The center’s annual Supply Chain Innovation Conference brings together professionals and academia to hone skills and connect with colleagues and students.

Luther King Capital Management Center for Financial Studies

*est. 2002* The LKCM Center for Financial Studies supports students with the latest tools and data used by practitioners. The center presents the annual TCU High School Investor Challenge to encourage financial studies, and the repeatedly sold-out Investment Strategies Conference featuring high-powered investment managers.
Rick Settle BBA ’13 and Jodi Settle Dyer BBA ’10

This brother and sister duo are almost as active and engaged with TCU now as they were as students.

By Elaine Cole

Neither Settle nor Dyer is new to TCU involvement. Their résumés are as impressive as those of students even the Chancellor helped open doors for us in our careers. There is no way my career would be where it is today without TCU,” Dyer said. “It makes you want to be more engaged as you see the impact you and others have.”

Dyer, senior manager of strategic planning for Pizza Hut, co-founded TCU Neeley’s Transaction and Investment Professional (TIP) Board, which grooms finance majors for careers on Wall Street.

Settle, an associate at LKCM Headwater Investments, serves as president of the Neeley Fellows Alumni Board and recently chaired the Neeley Fellows 10-year Celebration host committee. Both have served on the TIP Board to help it grow and evolve.

“Jodi and I give back to the university that has provided so much to our family,” Settle said. “We were the benefactors of generous support from the beginning, and that has been unwavering ever since, from professors preparing and recommending us for internships, to alumni opening doors for us in our careers. There is no way my career would be where it is today without TCU,” Dyer said.

One of her professors helped Dyer get her first internship at TPG Capital, and then she interned at Luther King Capital Management. Dean Erikson facilitated a conversation with JPMorgan in New York for her first job out of college, and Corey Horsch, a TCU alum, mentored and hired her for her first investing role.

At Pizza Hut, Dyer recruited Kelli Denton BBA ’16 to join the team. “It’s an honor to play a role in building the TCU network,” Dyer said.

For his part, Settle has worked for and with TCU alumni since graduating, first for Michael Jamieson BBA ’91 at Citigroup in Houston, and now in Fort Worth for LKCM and Luther King Jr. MBA ’62 MBA ’66.

“I’ve seen firsthand the power of TCU alumni looking out for other TCU folks,” Settle said.

“I’m a big believer in momentum,” he added. “I came to TCU when athletics were gaining momentum and the Neeley Fellows program was establishing its foundation. Now, for us to play a role in developing a program like the TIP board and then see younger generations improve on it makes it that much more rewarding. We want to help build programs that become lasting legacies, things that live and evolve far beyond where Jodi and I could have taken them individually.”

It’s easy to see that Settle and Dyer are two of TCU Neeley’s best cheerleaders, even if they did grow up in a family of Iowa State fans.

“Our parents (Iowa State alumni) came to visit during Rick’s senior year, the same year that TCU entered the Big 12, and we all went to the TCU-Iowa State football game,” Dyer recalled. “By then Rick and I were die-hard TCU fans, but to my surprise our parents were cheering on the Horned Frogs as well. TCU had become part of our family.”

Settle fondly recalled the Rose Bowl game, TCU baseball’s trips to Omaha, and the growing popularity of his beloved university.

“Seeing those local communities root for TCU speaks volumes to how TCU has carried itself while coming into the national limelight,” he said. “When people learn about TCU they embrace what the school stands for, its reputation for being academically challenging and developing hard workers who want to prove themselves. People want to root for people who root for TCU.”

Settle believes that is an integral part of TCU’s culture.

“When you talk about the culture of an organization, it can be difficult to get people to buy into a culture,” he said. “TCU doesn’t have a problem with that. Every day, students are going to class, professors are going to work, and they are living out the culture. That’s what differentiates TCU from other schools.”

Both Settle and Dyer said they will continue to engage with TCU and remain an active part of the TCU family.

“We want to give back to the university that has provided so much to our family,” Settle said.
Putting Our Names On The Future

Honored guests Marlene Hays and daughter Mary Alice Hughes, supporters, board members, faculty, staff and the construction crew celebrated a construction milestone for the Spencer and Marlene Hays Business Commons on May 4, 2018. Everyone gathered for lunch and signed the final beam to leave their mark on TCU and the future.

Watch Us Build a Bold Future

There is a lot of change happening at TCU Neeley these days. Get a front-row seat to the all the construction action with regular video updates from Dean Erekson. Watch the new building take shape and grow before your eyes. Hear from students excited about the future. Learn more about the space and future resources from Dean Erekson. See why everyone is excited about the new business building under construction at TCU.

To watch video updates from Dean Erekson, visit www.neeley.tcu.edu/boldfuture.

TCU Management Professors Excel at Publishing Research

Need to know the latest discoveries in management, entrepreneurship and leadership? Look to TCU Neeley’s highly published professors.

A recent ranking by Texas A&M University and the University of Georgia looked at the productivity of management professors across the country for research published in the eight top-tier management journals over five years.

How did TCU Neeley score? No. 2 in the Big 12. No. 4 in the Southwest. No. 13 among all U.S. private schools. No. 23 in the country for publications per professor. No. 36 among all universities in the country.

The ranking puts TCU Neeley in the company of the most prestigious management departments in the country.
MBA Supply Chain Students Win First at National Competition

Defending their home turf, a team of TCU MBAs bested graduate students from 14 universities across the United States to take the top prize in the second annual MBA/MS Supply Chain Case Competition presented by the Center for Supply Chain Innovation at TCU Neeley.

More than 45 graduate students from 15 universities came to TCU for the competition. The teams received the case, put their heads together, came up with solutions, presented their answers, and were judged by supply chain executives from major corporations.

The Grand Prize of $7,000 was awarded to TCU MBAs Michael Schoenfelder, Brandon Journay, Zach Penny and Tony John. Second place and $5,000 was awarded to Brigham Young University. Third place and $3,000 was awarded to Arizona State University, and fourth place and $1,500 was awarded to the University of Arkansas.

Participating schools were: Arizona State, Brigham Young, Georgia Tech, Indiana, Iowa State, Michigan State, TCU, Arkansas, Colorado, Houston, Maryland, South Carolina, UTD and Wisconsin-Madison.

Lockheed Martin was the exclusive principal sponsor of the competition. Other sponsors included the National Restaurant Association Supply Chain Executive Study Group, Corning Optical Communication, Neovia, SCM Globe and Terso Solutions. Corning Optical provided iPads and Neovia provided iPad cases and keyboards to first, second and third place winners.

“The competition gave us the opportunity to pitch to aerospace and supply chain executives, consultants and experts, and receive honest feedback,” said TCU team member Brandon Journay. “That was even more valuable than the prize package, although we were pretty happy with the cash and the iPads.”

“We were especially pleased with the quality of the schools and talent represented at this year’s competition,” said Morgan Swink, executive director of TCU Neeley’s Center for Supply Chain Innovation.

TCU MBAs Win First Place in Big 12 Competition

Big 12 bragging rights just got a little bigger. TCU MBAs won First Place in the Big 12 MBA Case Competition, the first time TCU has won since joining the conference.

“We realized the importance that a win in this Big 12 competition would mean for TCU Neeley. It gave us a huge sense of pride and accomplishment to bring the cup home,” said team member Jon Gulbransen.

The team of Gulbransen, Tony John, Rakesh Kantharajappa and Rachel Manthei “knocked it out of the park,” according to Gulbransen.

They ran a full mock case the week prior to the competition and received coaching tips from Ed Riefenstahl, director of MBA experiential learning.

“We wanted to really understand our team dynamics,” Gulbransen explained. “That experience helped us assure that team members played roles that best suited their abilities. It showed in our presentations as well as Q&A.”

“There is no doubt that practicing as a team and being open to coaching made a difference,” Riefenstahl said.

Manthei said she learned about “leading under pressure, leveraging each teammate’s strengths, and giving ideas but being willing to go a different direction if it was in the best interest of the team.”

“The competition was nothing short of what we could expect from a Big 12 matchup,” John added.

This year’s Big 12 MBA Case Competition was held at Kansas State. Each team analyzed a business case and presented their recommendations to two different panels of judges in the morning and the afternoon.

“Presenting twice allowed teams to refine their delivery,” Gulbransen said. “We were able to make pivotal changes for our second presentation and really knocked it out of the park.”
TCU Neeley Seniors Featured in Poets&Quants’ Best and Brightest Business Students 2018

Out of thousands of business students across the country, only 100 made the cut of Best and Brightest 2018 in Poets&Quants for Undergrads, based on academic excellence, leadership ability and overall impact on the program.

Olivia Hartjen and Jose Barron are featured in profiles that cover topics such as their extracurricular activities and awards, proudest achievements and favorite classmates.

Olivia, who will study law after graduating, said that the biggest lesson she learned at TCU Neeley is that “businesses should be – and are – in business to do a lot more than make a profit. From social enterprises to community engagement programs, there are many businesses pioneering the idea of not only giving back to the community, but being a healthy member of it,” she said.

Jose, who is graduating to a career at Goldman Sachs, said that what surprised him most about majoring in business is that it’s not always about working with numbers and strategies for a company. “People are what drive a business to be successful. Prior to coming to TCU Neeley, I hadn’t realized how much team experiences mattered and the importance of being able to work well with others,” he said.

Stacy Landreth Grau Named Neeley Alumni Professor of the Year

Stacy Landreth Grau, professor of marketing practice and the lead instructor for Design Thinking, is the latest Neeley Alumni Professor of the Year.

In classrooms, workshops and executive education courses, Grau creates innovators who can tackle complex problems in business organizations. For that, and her experienced approach to marketing, the TCU Neeley Alumni Executive Board chose Grau as the Neeley Alumni Professor of the Year.

Grau teaches design thinking, marketing communications, consumer insights, and digital and social media at the undergraduate level, and social media, content marketing and design thinking at the MBA level. She also is a faculty fellow for the TCU Idea Factory.

“I am passionate about using design thinking and creative problem-solving frameworks to tackle user-centered problems and develop unique innovations, particularly in education,” she said. “Helping students become true professionals through real-world applications is the reason why I teach.”

Grau began her career in advertising working for several agencies and then served as assistant professor of marketing for Villanova University before joining TCU in 2006.

“Dr. Grau’s contributions to the Department of Marketing and her students are truly noticed and appreciated by our alumni,” said O. Homer Erekson, the John V. Roach Dean of the TCU Neeley School.

Grau learned design thinking at Stanford University’s Hassno Plattner School of Design. She holds a BA in journalism from the University of Louisiana at Lafayette and MS in Marketing and PhD from Louisiana State University.
Entrepreneurship Competition Awards $78,250 to Social Businesses

Better access for autism treatment. Cold endurance masks for asthmatic children. Cleaner hospital sinks to prevent deadly infections. The TCU Neeley Institute for Entrepreneurship and Innovation funded these ideas and more for the 2018 Values and Ventures® Competition.

To show how much TCU Neeley encourages socially conscious businesses, the annual competition invites students from around the world to the TCU campus to pitch unique business ideas in front of more than 50 entrepreneurs, investors and bankers who serve as judges. This year’s competition drew teams from 55 universities.

“Each year the students excite and inspire us with their ideas and enthusiasm for making the world better through business. It just gets better every year,” said Matt Smilor, director of the Values and Ventures® program.

2018 Values and Ventures® Winners

Grand Prize ($25,000) - University of Iowa. Concept: ABAL Therapeutics automates autism treatment to provide equal access for the 65 percent of children in the United States who are unable to access the therapy.

Second Place ($15,000) - Grand Valley State University. Concept: Orindi cold endurance masks help children with asthma in cold climates. GVSU also won the $5,000 Founders Award from Nancy Tartaglino Richards and Lisa Barrentine.

Third Place ($10,000) - University of Chicago. Concept: Sink Guard, a unique device that combats bacteria in hospital sinks to prevent the 100,000 deaths annually that result from health care acquired diseases.
Honorable Mentions ($2,500 each team) went to Trinity University for modernizing data for Ugandan farmers; U.S. Air Force Academy for connecting college students to local homeowners for jobs; Georgia State University for integrating music production, recording and editing and protecting digital rights; University of Arkansas at Little Rock for a device that prevents patients from pulling out their breathing tubes; Brigham Young University for providing hands-free, low-cost, automatic handicap access to buildings; and Johns Hopkins University for a low-cost biopsy device for early breast cancer detection in developing areas. Johns Hopkins also won the Ripple Effect Award for an additional $2,500.

Marjorie and James Sly Innovation Award ($2,500) - St. Mary’s University. Concept: Guardian Angel, an infant car seat cushion that detects weight, movement and body temperature and sends alerts to an app to prevent infants from being accidently left behind or overheating in cars.


Elevator Pitch 2nd ($750) – University of California-Irvine. Concept: A 99.9 percent bubble-free syringe.

Elevator Pitch 3rd ($500) – Rutgers University. Concept: A water sterilization device for disaster areas.

Honorable Mentions ($250 each) went to University of Houston for Zapp Technology, which uses drones to kill mosquitoes; Baylor University for Flourish, a round-up mobile donation platform; and University of Pikeville for a special stretcher for large patients.

This is the eighth year for TCU’s Richards Barrentine Values and Ventures® Competition, presented by the TCU Neeley Institute for Entrepreneurship and Innovation and co-founded by Dallas real estate and technology entrepreneurs Nancy Tartaglino Richards and Lisa Barrentine of First Preston HT.
New Directors, Familiar Faces Lead BNSF Neeley Leadership and Neeley Fellows

Susan Sledge and Meg Lehman have been named directors of TCU Neeley’s premier undergraduate programs. Both are moving from TCU Neeley’s Alcon Career Center to lead the programs.

Susan Sledge is now director of the BNSF Neeley Leadership Program, the three-year leadership development program for select students. She previously was employer relations and career advisor in the Alcon Career Center. Sledge joined TCU in 2011 as employer development manager and moved to TCU Neeley in 2014. She previously had a curriculum consultancy for K-12 private schools. She holds a BBA from Texas A&M University and MLA from TCU.

Meg Lehman is now director of Neeley Fellows, the three-year high-caliber academic program for top business students. Lehman joined TCU Neeley’s Alcon Career Center in 2011 as national employment recruiter. She previously had a successful career in human relations and consulting for BoldTech Systems and Accenture. She holds a BA from Davidson College.

BNSF Neeley Leadership Program Honored by AACSB Among Innovations That Inspire

Out of thousands of business schools around the world, the Association to Advance Collegiate Schools of Business (AACSB) recognized TCU Neeley for cultivating the skillset to lead in the face of uncertainty.

The BNSF Neeley Leadership Program was singled out for the 2018 Innovations That Inspire for enhancing students’ ability to lead themselves, lead others and lead change in business and life. The three-year undergraduate program empowers TCU students and transforms them into leaders in business and beyond through innovative academics, self-reflection, leadership coaching, experiential learning and team collaboration.

AACSB’s Innovations That Inspire challenge recognizes business schools that serve as champions of change in business education, especially innovation in leadership development, a key pillar of the accreditation process and one of five opportunities identified in AACSB’s vision for business education.

“The biggest risk to business schools is not the rapid pace of change. It is in failing to prepare the next generation of business leaders to cope with that change,” said Thomas R. Robinson, president and CEO of AACSB. “Through its best-in-class leadership development program, the TCU Neeley School of Business is ensuring that the business leaders of tomorrow will be ready for whatever lies ahead.”
Neeley Fellows Celebrate a Decade of Accomplishments

It has been a remarkable 10 years since the first Neeley Fellows class graduated and paved a high-caliber path for others to follow. Ten years of students have left their mark on the program, most of whom now help current students with advice, opportunities and contributions.

“We have 288 Neeley Fellows alumni who are changing the world, and they have certainly changed Neeley and TCU,” said Meg Lehman, program director of Neeley Fellows.

More than 100 alumni, students, faculty and staff attended the Neeley Fellows 10-Year Celebration weekend, which included class reunions, a Horned Frogs baseball game, a special toast with Chancellor and Mrs. Boschini, and a celebration at the Champions Club.

“The Fellows reunion highlighted the best aspect of the program in my opinion: the network created with other Neeley Fellows,” said Erik Yohe BBA ’09, SVP of corporate development at Hilltop Holdings. “I enjoyed catching up with classmates and hearing how much they have already accomplished in their careers. It was also great to see how many Fellows help other Fellows after graduation with business opportunities, job openings and more.”

Rob Rhodes, professor of professional practice who has taught in Neeley Fellows since its inception, told the crowd that the program allowed him to teach “the way I always thought teaching would be. Fellows come to class well prepared, they are thirsty for knowledge, and they are completely engaged in the class. They all are committed to striving for and achieving excellence. What more could a faculty member want?”

Bill Moncrief, professor of international marketing and academic director for Neeley Fellows, recalled telling those first few classes that they would be trailblazers.

“I predicted that within five years the business world would recognize the strength of Neeley Fellows graduating from the program. That forecast has come true,” he said. “Organizations are recruiting on campus today that didn’t consider TCU in the past.”

Jodi Settle Dyer BBA ’13 was in the second cohort and has seen the program evolve.

“At the 10-year celebration it was gratifying to see what it has turned into: a powerful brand,” she said.

Parker Levy BBA ’15, business program manager at Microsoft, said that Neeley Fellows taught him skills that have helped both his career and personal life.

“The one lesson that really sticks out to me, is that knowing how to talk with your boss or CEO is just as important as knowing how to talk to someone you meet at a restaurant,” he said. “While those conversations are different, it’s important to have the emotional intelligence and awareness to manage and maneuver those conversations effectively and appropriately.”
NEW YORK, NEW YORK
Neeley Fellows received a warm welcome from NYC TCU alumni when visiting the Big Apple. Students made a stop at Google while exploring one of the greatest hubs of business in the United States.

THINGS TO DO IN AUSTIN
TCU Austin alumni and friends at HomeAway, BuildFax, Dell and Accuen opened their doors to discuss their entrepreneurial journeys with TCU’s future entrepreneurs. Special thanks to alumnus Chris Schaum at BuildFax for planning and hosting the special event for students.

BUENOS VIAJES
TCU management and marketing students headed to Peru for Spring Break to learn about international marketing and globalization, as well as gain first-hand experience with traditional tourism and ecotourism.

MEET ME IN MADRID
TCU students Kenzie Holme, Theresa Nguyen, Brandon Molina and Austin Burton didn’t just travel abroad to learn. They studied in Madrid for the entire spring semester and took Dr. Jones’ BIS Development class remotely.
ON THE SCENE | NEELEY NEWS

**ALL THAT AND A BAG OF CHIPS**
A team of Neeley & Associates MBA consultants spent months learning about the competitive dynamics of the consumer packaged goods industry, and then delivered impactful project recommendations to Frito-Lay executives in Plano, Texas.

**MEM'RIES SWEET, COMRADES TRUE**
After countless hours of studying, writing and presenting, TCU EMBA graduates celebrated their accomplishments as they received their Master of Business Administration regalia.

**BE OUR GUEST**
TCU MBA students welcomed Ross Perot Jr., chairman of the Perot Group and Hillwood Communities, at their C-Level Confidential Dinner. Students capitalized on a rare opportunity to speak directly with Perot to learn from his business experiences.

**POWER LUNCH**
TCU MBA students were invited to dine with Warren Buffett, one of the wealthiest and most successful business magnates in the world, in his home town of Omaha, Nebraska, in January.
Neeley Fellows Celebrate 10 Years

The Champions Club at Amon Carter Stadium was full of energy, excitement and enthusiasm as 10 years’ worth of Neeley Fellows gathered to celebrate the past and future.
1950s
Wendell Grandey BSC ’59 retired from Stovall Grandey & Allen LLP. Wendell was a founding partner of the firm in 1972.

1970s
Maurice Lee BBA ’70 retired after a 35-year career at General Dynamics/Lockheed as an electronics technician in the calibration lab, supervisor, project engineer, general supervisor, chief of quality assurance and chief of quality assurance engineering.

Chuck Warczak BBA ’70 runs his own hospitality business in northern Nevada. His wife is an award-winning quilter.

John McKenzie BBA ’76 is leaving the U.S. Attorney’s office in Chicago, where he served as attorney-in-charge, for a one-year detail as assistant director at the Justice Department’s National Advocacy Center in Colombia, South Carolina. The NAC, located at the University of South Carolina, is the national training center for all U.S. Department of Justice attorneys.

1980s
Melody Williams BBA ’80 and David C. Copeland BBA ’76 announce that their youngest daughter, Samantha, graduated from TCU with a BS in Sports Psychology and was accepted into the Vanderbilt Divinity School for fall 2018.

Fehmi Zeko BBA ’81 has been appointed to Athene Holding board. He is vice chairman of the global technology, media and telecommunications group for Bank of America Merrill Lynch in NYC.

Mike Berry MBA ’82 was honored by the TCU Alumni Association with the Royal Purple Award for extraordinary service and support of Texas Christian University and the greater community. Mike is president of Hillwood Properties.

Brian Zempel BBA ’87 is now president of Credit First National Association, responsible for leading all aspects of Bridgestone’s credit card programs. Brian is proud to announce that his daughter, Chloé, will begin her first year at TCU in fall 2018.

WORLD TRAVELER
Diane Zanner BBA ’15 moved to Singapore on a four-month assignment for Dell Technologies, then to Limerick, Ireland, for another four-month assignment. She takes her TCU hat with her wherever she goes.

FAMILY TIES
Melody Williams BBA ’80 and David C. Copeland BBA ’76 announce that their youngest daughter, Samantha, graduated from TCU with a BS in Sports Psychology and was accepted into the Vanderbilt Divinity School for fall 2018.

Fehmi Zeko BBA ’81 has been appointed to Athene Holding board. He is vice chairman of the global technology, media and telecommunications group for Bank of America Merrill Lynch in NYC.

Mike Berry MBA ’82 was honored by the TCU Alumni Association with the Royal Purple Award for extraordinary service and support of Texas Christian University and the greater community. Mike is president of Hillwood Properties.

Billy Cole BBA ’86 is general partner of the Flag Ranch in West Texas, a cattle operation with a 97-turbine wind energy project as well as oil and gas production. The ranch covers 20,000 acres in two counties. Billy is also a graduate of the TCU ranch management program.

Texas, a cattle operation with a 97-turbine wind energy project as well as oil and gas production. The ranch covers 20,000 acres in two counties. Billy is also a graduate of the TCU ranch management program.

Bryan Zempel BBA ’87 is now president of Credit First National Association, responsible for leading all aspects of Bridgestone’s credit card programs. Brian is proud to announce that his daughter, Chloé, will begin her first year at TCU in fall 2018.

LIKE NEELEY ON FACEBOOK
facebook.com/TCUNeeleySchool

FOLLOW NEELEY ON TWITTER
@NeeleySchoolTCU
Suzy Hankins BBA ’88 and her husband, L. Keith Hankins BBA ’88, opened a second bed and breakfast, Main Street House, in Brenham, Texas. They report that they were having so much fun running their first property, Ant Street Inn, they had to try another.

Michael Johnson BBA ’88 sold ownership of Trident Marine Managers in 2017 to Ryan Specialty Group out of Chicago, continuing on as managing director. The company focuses on commercial insurance for marine and offshore energy clients along the U.S. Gulf Coast.

Shawn D. Smith MBA ’89 is a private wealth advisor with Ameriprise Financial in Fort Worth, Texas, and was named to the list of Best-in-State Wealth Advisors published by Forbes. The list recognizes financial advisors who have demonstrated high levels of ethical standards, professionalism and success.

1990s

Susan Sheffield MBA ’93 was promoted to executive vice president and chief financial officer of General Motors Financial in April 2018. She previously served as executive vice president and treasurer since 2014, and executive vice president for corporate finance from 2008 to 2014.

John Tinney BBA ’95 moved to Monument, Colorado, to live near the mountains and help start the higher education ERP practice at PwC, where he is now a manager.

John Burnam Jr. BBA ’98 joined the board for the Companion Animal Foundation, which provides pet insurance for service animals for military veterans. The foundation was started by Jack Bodolosky, who served as a combat medic in the Army. The foundation is funded by community donations, as well as a portion of each commission dollar that Jack and John received from their real estate closings. IBC Bank has partnered to provide banking services and marketing support.

2000s

Tanner Watkins BBA ’01 closed on the acquisition of Voyager Insurance Services in Frisco, Texas. Voyager Insurance, in business since 1958, specializes in boat, motorcycle, classic and exotic car insurance across all 50 states. This acquisition adds to the expanding portfolio of Watkins Insurance Agency.

Ruben Reynoso BBA ’02 and Josh Bryan BBA ’03 started a commercial real estate firm in Dallas/Fort Worth, Tenant Real Estate Advisors. TREA specializes in tenant and buyer representation in DFW. www.tenantreadvisors.com.

Brian Barker BBA ’03 is pursuing entrepreneurial aspirations in the tech space after working 12 years as a shipping and logistics executive. In July 2017, he founded NextLevelFan, a tech-enabled solution to the quest for ROI in the multi-billion-dollar luxury suite event business. His wife, Suzanne, also started her own business, Austin-based CampGladiator.

Andrew Lombardi BBA ’03 was promoted to senior vice president of general counsel at Crescent Real Estate.

Markus Decker MBA ’04 joined ContraCare GmbH, a major provider of health insurance contract services and managed care for rare diseases and orphan drugs in Germany, as head of business development in March 2018.

CONNECT WITH NEELEY ON LINKEDIN
Search “Neeley School of Business at TCU Alumni”

KEEP UP WITH TCU ALUMNI
Visit www.alumni.tcu.edu for TCU alumni news and events.

Weddings & Engagements

1. Bryson Proctor BBA ’07 married Jeremy Allan Byrd on November 18, 2017, in Fort Worth, Texas, at University Christian Church. 2. Cynthia Johnson BBA ’10 married Gregory Johnson Jr. in downtown Fort Worth at St. Patrick Cathedral, followed by a celebration at The Fort Worth City Club. 3. Brooks Walker BBA ’16 MAc ’18 and Brittany Fraser BBA ’16 MAc ’18 were engaged in Rosemary Beach, Florida.
An Entrepreneurial Spirit

Walter E. Johnson BSC ’58  
Founder and Senior Chairman  
Amegy Bank

By Rachel Stowe Master ’91

Fort Worth native Walter Johnson spent 18 years leading one bank to success, and then he founded another: Amegy Bank, which now has approximately $13 billion in assets, 2,000 employees and 75 locations across Texas. At 82, Johnson, a member of the Texas Business Hall of Fame, remains an integral part of its accomplishments.

Humble Beginnings

“I came from nothing, really nothing, and wound up CEO of a little bank in Houston (Allied Bank). My team and I built it to the third-largest bank in the city and sold it. I started another bank (Southwest, now Amegy) and sold it for $1.7 billion. I’m still in the bank every day helping run it. I give education a whole lot of credit for the knowledge to put things together, work with people, raise money, manage money. You don’t learn these things sitting at home watching TV. I tell every student I visit with that education never stops.”

A Hand Up From M.J. Neeley

After graduating from TCU, Johnson was working in Odessa, Texas, for Texas Power & Light when M.J. Neeley, the namesake of the school, came to meet him and hired him to run a factoring company in nearby Midland. Unfortunately, the area was in a depression. “After a couple of years I told Mr. Neeley, ‘We’re in the wrong place. Everybody here is broke. We need to be in Houston. It’s going to be the center of the universe.’ I was 24 years old.” Neeley sent him to Houston to start another division, which took off. Johnson then migrated to banking.

Hiring the Best and Empowering Them

“Our goal is to have homegrown leaders rather than bringing in people from the outside. We have an incredible internal training program that I’ve had for 40 years. We have incentives to work as a team rather than going it alone. We have an open-door policy.”

Giving Back

Amegy employees donate more than 20,000 hours a year to charity. “Since the day we formed the bank 28 years ago, 1 percent of earnings goes to charity. That’s over $45 million to date. I have personally raised over $100 million for charity, so our community efforts start at the top.”

Advice From the Best in Business

“The things I learned from Mr. Neeley: Don’t make mistakes. Be risk adverse. Be diversified. Work hard. (Nobody has ever worked harder than me.) Exhibit the highest in integrity. And treat everyone fairly.” Another ways he’s like Neeley: “I’m also very entrepreneurial. If I wasn’t entrepreneurial, I never would’ve started this bank.”
COLD AS ICE
Kara Coburn BBA ’11 and Kelsi Woods TCU ’11 traveled to Iceland to pursue their interest in travel.

James Scott MBA ’04 was promoted to associate provost for enrollment management at TCU.

Andrea Davis BBA ’05 and her husband, Jon Davis TCU ’07, welcomed a daughter, Charlotte Joy, in July 2017.

Eric Cannon BBA ’06 was elected to the foundation board at Prestonwood Baptist Church and treasurer for ServingHIM International Healthcare Ministries. Eric also is treasurer for TexStar Investment Pool for Texas Local Governments. His full-time occupation is chief financial officer for the City of Allen, Texas.

Paul Houdashell MBA ’06 was promoted to engineering/geoscience supervisor for Pioneer Natural Resources.

Matt Opitz BBA ’06 joined Trinity Bank’s management team as executive vice president. A Fort Worth native, Matt joined Trinity after 10 years with another financial institution.

David Halphen BBA ’07 and his wife, Paige Halphen TCU ’07, welcomed a son, Davis Clifton, on January 22, 2018. The Halphants have an older son, Finley, 3. The family lives in Odessa, Texas, where David is vice president at Cagle Fishing & Rental Tools.

Natalie Jones BBA ’07 and her husband, Nathan, welcomed their second daughter, Amelia “Millie” Marie, on March 9, 2018. The couple resides in Leawood, Kansas, where Natalie is senior project manager for Lockton Companies and Nathan is manager of finance for Altitude Industries.

Ron Parent MBA ’07 is now chief administrative officer at North Texas Behavioral Health Authority.

Bryson Proctor BBA ’07 married Jeremy Allan Byrd on November 18, 2017, in Fort Worth at University Christian Church. Bryson is financial controller at the Ciburon, and Jeremy, a Texas A&M University graduate, is director of hospitality at Firestone & Robertson Distilling Co.

Joe Brown BBA ’08 was honored with the Outstanding Young Professional Award from the TCU Alumni Association, for outstanding professional achievement, bringing acclaim to himself and, in turn, bringing credit to Texas Christian University.

Jill McKean Bilby MBA ’08 is now president of equipment leasing and finance for BOK Financial Equipment Finance Inc.

Tom Hutchins BBA ’08 joined private equity firm Lovell Minnick Partners as a vice president in the firm’s Los Angeles office.

Nate Arnold BBA ’09 moved to Auckland, New Zealand, to run Deloitte’s Greenhouse Innovation Lab for the next 14 months.

Emily Hebert BBA ’09 MAc ’09 and her husband, Jeff, welcomed a daughter, Evelyn Noelle, on December 26, 2017.

Emily Acosta BBA ’10 moved to Atlanta and joined Childers, Schluter & Smith LLC, a firm whose personal injury, dangerous drug and wrongful death lawyers are devoted to helping victims nationwide receive justice and compensation for their losses. Emily’s practice is devoted to representing individuals harmed by dangerous pharmaceutical products and medical devices.

Dennis Breheny BBA ’10 works in medical device sales at Alcon and finished as the No. 2 sales representative in the country in 2017. He also won the President’s Club Award, Team of the Year Award and three Circle of Excellence Awards. Dennis also trains new hires as a regional field trainer.

Audrey Dunlap BBA ’10 and her husband, Carter Dunlap TCU ’10, welcomed baby girl and future Horned Frog, Adele Kennedy, on December 19, 2017.

Cynthia Johnson BBA ’10 married Gregory Johnson Jr. in downtown Fort Worth at St. Patrick Cathedral, followed by a celebration at the Fort Worth City Club. Cynthia’s bridal party included Erika (Lopez) Arredondo TCU ’10, Karina Castro TCU ’09, Melissa Ritacco TCU ’10 and Carmen Dorado TCU ’16.

Summer Scheideman BBA ’10 and Parker Scheideman BBA ’10 welcomed a daughter, Emerson Grace, on December 21, 2017.

Emily Christy BBA ’11 and her husband, Patrick Christy TCU ’09, welcomed baby girl Claire Allen on March 21, 2018.

Kara Coburn BBA ’11 and Kelsi Woods TCU ’11 visited Iceland to pursue their interest in travel.

Maria-Eleni Koinis Soechting BBA ’11, premium service specialist with the Houston Astros, received her World Series championship ring during the Houston Astros employee ring ceremony.

Chase Bruton BBA ’12 reports that he has been slaying it in karaoke recently and attracted the attention of local talent scouts. He is making a bid to sing the National Anthem at a Texas Rangers game.

Tracy Syler-Jones MBA ’13 was elected chair of District IV of the Council for Advancement and Support of Education. District IV covers Texas, Louisiana, New Mexico, Arkansas and Oklahoma.

Yasmin Mieck MAc ’13 and her husband, Scott, welcomed a daughter, Charlotte Rose, on
Births

1. Andrea Davis BBA ’05 and her husband, Jon Davis TCU ’07, welcomed Charlotte Joy in July 2017.  
2. David Halphen BBA ’07 and his wife, Paige Halphen TCU ’07, welcomed Davis Clifton on January 22, 2018.  
3. Audrey Dunlap BBA ’10 and her husband, Carter Dunlap TCU ’10, welcomed future Horned Frog Adele Kennedy on December 19, 2017.  
4. Blake Rustmann MBA ’16 and his wife, Jessica, welcomed their second child, Thomas Fulton, on February 15, 2018.  
5. Emily Hebert BBA ’08 MAc ’09 and her husband, Jeff, welcomed Evelyn Noelle on December 26, 2017.  
7. Summer Scheideman BBA ’10 and Parker Scheideman BBA ’10 welcomed Emerson Grace on December 21, 2017.


Diane Zanner BBA ’15 moved to Singapore on a four-month assignment for Dell Technologies, then to Limerick, Ireland, for another four-month assignment. She takes her TCU hat with her wherever she goes.

Blake Rustmann MBA ’16 and his wife, Jessica, welcomed a second child, Thomas Fulton, on February 15, 2018. Blake is assistant brand manager for Daisy Brand.

Brooks Walker BBA ’16 MAc ’18 and Brittany Fraser BBA ’16 MAc ’18 were engaged in Rosemary Beach, Florida.

Blake Tilley BBA ’16 joined Cotton Creek Capital as an associate on the investment team. Blake previously was a financial analyst at Robert W. Baird & Co.

Mark Duvall MBA ’17 and his wife, Sarah, welcomed daughter Annie Jane to their family.
Making An Impact On The City He Loves

Chris Brown BBA ’97
Controller, City of Houston

By Rachel Stowe Master ’91

Chris Brown credits his success to being on time, working hard and maintaining the highest ethical integrity and moral standards. “That’s something I learned at TCU. I think TCU instills strong values that Horned Frogs do the right thing, and that has benefitted me throughout my career.”

1 A Young Politician
Chris Brown’s goal was to go into politics by the time he was 40. He is a fourth-generation Houstonian whose father and grandfather were city councilmen. “The concept of the selfless servant has been ingrained in my mind from an early age. I wanted to start my political career at age 40. I ended up doing exactly that. I just started working in government a little earlier than I planned.”

2 A Foundation in Finance
A finance major, Brown interned at Merrill Lynch and then landed a job with Coastal Securities. “The late ’90s were a really good time to be involved in the stock market. There was a lot of enthusiasm about technology and dot-coms.”
Coastal’s founder tapped Brown and some co-workers to start another equity-trading firm, where Brown served as head of operations until the unexpected death of the CEO. Brown then followed his lifelong dream and launched his public service career.

3 Leading His City
Brown served as City Council chief of staff and then chief deputy city controller before seeking election as Houston’s city controller. He became Houston’s second-highest elected official at 40 years old. “It was a big accomplishment just to get elected. I ran against six opponents who had run before.”
He followed that with another huge accomplishment: going in from day one and addressing pension reform and being a key driver in getting that passed.

4 Balancing Growth and Budget
Brown used his TCU Neeley education to help him deal with Houston’s rapid growth and structurally unbalanced budget.
“The challenge is managing the growth and keeping up with the need for investment. My role as the taxpayer watchdog is to highlight areas where maybe we are spending too much and other areas where we need to be investing more, and rebalancing those so we are using the money most efficiently.”

5 A Devastating Hurricane
Houston continues its recovery from Hurricane Harvey, the costliest natural disaster in Texas history. “Houstonians are extremely resilient and thoughtful. It’s easy to get disheartened, but it restored my faith in humanity that when the going gets tough, people in Texas and Houston are there for their fellow person in need. We are working every day to get people back on their feet. It’s a slow process but we are confident we will recover. I feel very lucky to live in a city I love.”
WE’RE IN THE PEOPLE BUSINESS. WE JUST HAPPEN TO BE A BANK.

Unmatched service. Sound advice. And peace of mind knowing your money is well cared for. Now, how can we help you today?

Visit us at the nearest Frost financial center or call (800) 51-FROST.
Garrett Adair ’16 and Nik Hall ’16 believe that the way to improve the future is through businesses that make life better. As students they founded a customized vitamin delivery service, Vitafive, and won cash to support it in TCU’s Richards Barrentine Values and Ventures® Competition. Read more about them at LeadOn.tcu.edu.

Take the lead on business as a force for good.