Impact, Attitude, Continuity and Focus

In this issue of Neeley Magazine, you will read about several ways that our students, faculty and staff exhibit an attitude of creativity and impact for our local community and academia, and well beyond our walls. You’ll read how TCU Neeley is a place where values-centered leadership fuels our work and results in high-quality outcomes with real impact.

Bob Lusch, dean of the TCU Neeley School of Business from 2000-2004, once wrote: “When I became dean I had a well-thought-out strategic plan on how I could get the resources needed to propel the school forward. As I look back over the last few years, however, I realize that virtually all of our accomplishments were largely the result of attitude, perhaps the most important intangible resource an organization can possess, and not additional tangible resources.”

From 2004-2008, TCU Neeley’s attitude became more focused under the leadership of Dean Dan Short, with a brand centered on: It’s More Than Business. It’s Personal®. We adopted the approach of providing optimal personal attention and professional development, providing connected experiences between students and influential business leaders and alumni, and providing real business-client projects for our students.

For the last eleven years I have had the extraordinary privilege of serving as dean and building on this heritage of excellence. We have sharpened the focus with a vision to be a world-class, values-centered school, and developed a promise that we are committed to unleashing human potential with leadership at the core and innovation in our spirit.

As I complete my tenure as dean, I am reminded of a favorite quote by John of Salisbury in 1159: “We are like dwarfs sitting on the shoulders of giants. We see more, and things that are more distant, than they did, not because our sight is superior or because we are taller than they, but because they raise us up, and by their great stature add to ours.”

Thank you to the giants of TCU Neeley past who have paved the way for a bold future, and to each of you who have provided support and encouragement for me. Indeed, it is more than business. It is personal.

Warm Regards,

O. Homer Erekson
John V. Roach Dean

Alumni: Email updates@tcu.edu
Neeley Friends: Email neeleynews@tcu.edu
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On The Cover
Coffee and coworking combine for a successful business for Riley Kiltz ’12, founder of Craftwork Coffee Co., and add up to a meaningful internship for Thomas Gilbert.

Photo by Leo Wesson
Yet locally owned companies are just as vital to Fort Worth and North Texas, and they are treasure troves of opportunities for strategy, marketing, supply chain, accounting, finance and real estate skills. When local businesses need a boost, they need only look as close as their own backyard, to a highly ranked, highly regarded business school full of students eager to partner with them on projects and internships, and graduate programs that increase employees’ acumen. At TCU Neeley, we make sure small businesses make a big impact. Let us introduce you to some success stories.

By Elaine Cole
Intern Helps Coworking Coffee Shop Spill into Hot New Markets

When Riley Kiltz BBA ’12, CEO and founder of Fort Worth-based Craftwork Coffee Co., needed an intern, he turned to his roots — Neeley Fellows.

By Rachel Stowe Master ’91

Riley Kiltz interned at impressive companies while studying finance and entrepreneurial management as a Neeley Fellow, including Bank of America Merrill Lynch, whose fund was acquired by The Blackstone Group, where Kiltz was hired as a real estate analyst after graduation.

At The Blackstone Group, Kiltz focused on real estate in Brazil and Argentina, reported to partners based in Seattle and São Paulo, and officed with a colleague who worked on assets in the United States.

“I had this very decentralized team and I was on the road frequently. I’m one of the more introverted people I know – I typically don’t feel like I need people – and yet I found myself incredibly lonely in the midst of always being on the go,” he said.

Kiltz realized others had similar experiences as part of the freelance economy, where workers are geographically uprooted and don’t need to be physically close to team members.

“I frequented coffee shops when I traveled and enjoyed how they made me feel like I was a part of the city I was in,” he said, “so I decided to combine two of the elements that I needed: an activated space that was communal and centered around a coffee shop, and the practical need of a workspace. It was one of those classic entrepreneurial
pains that can prompt someone to launch their own business.”

Craftwork Coffee Co. opened its first coworking/coffee shop location in Fort Worth in January 2016. It was profitable within three months.

Kiltz attributes Craftwork’s inviting culture to his team’s commitment to living the company’s mission and being conduits for connection.

“Craftwork is unique because our spaces are built for the solopreneur,” Kiltz said. “Our membership base is really small so it’s a more intimate coworking experience than the bigger players provide. We are able to do that because we have two revenue drivers in coffee and coworking. Not only are our spaces more intimate, they’re also activated by the movement of people in and out of the coffee shop. That’s kind of the heartbeat and life source of the space.”

Craftwork now has 26 employees (four are Horned Frogs), an intern (marketing major and Neeley Fellow Thomas Gilbert), three coworking spaces in Fort Worth and bold plans for expansion, beginning in Austin.

“We raised $3 million to open Craftwork locations in multifamily developments,” Kiltz said. “We want to put Craftwork on the first floor of high-end apartment complexes to give residents a place to connect with one another in our coworking space and coffee shop. It’s great for landlords because when residents are more connected with each other, they’re more likely to renew their leases. Part of what we’re facilitating is better connectedness in the physical places we inhabit.”

Craftwork is working on multifamily plays in Austin and plans to bring its coworking space into the Houston multifamily market in about 18 months. They are also exploring Denver.

“Our goal is to hit 15 locations over the next 3 ½ years,” Kiltz said.

Which brings in Gilbert as an intern playing a key role in the expansion.

“Thomas is one of the first people to receive the addresses of locations we are assessing and forms this template that gives us a one-pager on the new locations we visit, which allows us to speed up our deal flow,” Kiltz said.

Gilbert recently provided insight on several Denver properties, including Google reviews of coffee shops or coworking spaces already in the area, traffic counts, household income and other details.

“That saves me a lot of time in understanding which locations we need to

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“I enjoy that my work is truly valued by the team. Since Riley is a TCU alumnus, I believe he understands my capabilities and trusts me to figure out projects that may, at first, be over my head.”

Thomas Gilbert, Neeley Fellow and marketing major
pursue. Anytime you can save a member of our management team 30 minutes to an hour of time on one of these projects, it’s very valuable,” Kiltz said. “Also, as we assess these locations more thoroughly, it lowers the risk. Startups need to move quickly and sometimes you may not be as thorough as you need to be, and Thomas ensures that we have all the granular details in that selection process.”

Gilbert was drawn to the internship by the opportunity to be mentored by the young entrepreneurial venture’s leadership. “I knew working for Craftwork would be a growing experience for me, both personally and professionally, and that it would expose me to all areas of business,” he said.

He has been working part-time during the spring semester and will work full-time for Craftwork this summer. In addition to creating market analysis reports for new locations, Gilbert has been involved in a variety of other projects across different fields of the business, such as conducting cost analyses for operations and working on Craftwork’s digital presence.

“What I enjoy the most is that my work is truly valued by the team,” Gilbert said. “My reports are used in their decision-making and location searches. And since Riley is a TCU alumnus, I believe he understands my capabilities and trusts me to figure out projects that may, at first, be over my head.”

“What I appreciate about Neeley students is that they have a common sense about them that doesn’t take as much handholding.”

Riley Kiltz BBA ’12
CEO and founder of Craftwork Coffee Co.
Marketing Projects Give Local Retailers a Boost

Last fall, when Dasha Mejia was scouring the city for a local retailer to spotlight in an intensive, semester-long marketing project, giant lighted “GROW” letters caught her eye.

By Rachel Stowe Master ’91
In Dasha Mejia’s sophomore Marketing Management class, students were charged with acting as marketing consultants and creating a strategic marketing plan for a locally owned and operated business that sells directly to consumers in a retail setting. No chains, no online-only, no pure B2B models.

Housed in a renovated 1978 Airstream Sovereign trailer on hip Magnolia Avenue, locally owned Grow Plant Shop sells unique indoor and outdoor plants, planters, garden tools, handmade baskets and other items. Silver marquee “GROW” letters sit atop the Airstream.

“I saw their storefront one day and thought it would be a cool business to market,” said Mejia, an accounting major from The Woodlands, Texas. Her group project partner — George Bigar, a finance major from Washington, D.C. — agreed.

“It was an up-and-coming business that had started to have a social media following, and the local community had started to know a little about them, so we thought this project would help them reach the next level,” Mejia said.

“We were kindly approached by Dasha and George at our storefront,” said Grow co-founder Bobby Lynge, a former guitarist for a Christian metalcore band. “We were honored and super-excited to be selected by the students for their project.”

Mejia and Bigar conducted extensive research, numerous site visits, interviews with the owners and customers, social media surveillance and more. Project groups for the marketing course typically have four members. This one had just the two of them.

“It was a large time commitment,” Bigar said. “We did a four-person assignment with two people. Our report was well over 30 pages and our presentation was 30-plus minutes.”

“I figured it would be a longer project because of the data that we had to collect,” Mejia said. “The biggest challenge was finding the time to actually go to Grow and interact with the owners and customers.”

Bigar enjoyed learning about the demographics of Grow’s customers and the area.

For Mejia, the best part was putting it all together. “In the end, I was super proud of the work we put in and the outcome of the plan,” she said.

“The recommendations from the students were very well thought out and backed up with helpful statistics,” said Emily Lynge, Grow co-founder and a former boutique manager. “It is clear that the students put a large amount of time, effort and thoughtfulness into the project.”

Their best recommendation: adding Pinterest to Grow’s social media presence.

“With social media playing such a huge role in our business, we found the recommendation to implement a Pinterest account to be very valuable,” Bobby Lynge said. “We recently created our Pinterest account and are already seeing benefits from doing so.”

For other local small business owners who may be invited to participate in a future TCU Neeley student consulting project, the couple advise saying yes.

“As new business owners, being involved in this project helped us see an outside perspective on Grow Plant Shop,” Emily Lynge said. “Not only did we receive excellent recommendations from the students, but also a confidence in our business that we never had before.”

The project also gives TCU Neeley students confidence as they put marketing principles into practice.

“I love seeing the light go on in their eyes and the realization that they are genuinely helping a real business,” said Marketing Lecturer Julie Abdinoor, who teaches the class. For the spring 2019 semester, her student groups focused on Avoca Coffee, Heim Barbecue, Woodshed Smokehouse, Brewed, Melt Ice Cream, Grow Plant Shop, Climate Clothing Boutique, Dwell Coffee, Joe T. Garcia’s Restaurant and Love Sweet Things Bakery.

“Until they do this project students don’t realize that many local business owners don’t have access to marketing resources,” Abdinoor said. “Students at TCU have access to a wide range of marketing research. They learn to apply that research and classroom theories to a real business. Regardless of their majors, working on these projects makes them realize how valuable marketing knowledge really is to business owners.”

Not only did we receive excellent recommendations from the students, but also a confidence in our business that we never had before.”

Emily Lynge, Grow Plant Shop co-founder
Local Radiology Business Gets a Shot of MBA Expertise

Brian Van Eck used his knowledge from the Health Care MBA almost from day one at Radiology Associates of North Texas, improving processes, impressing the leadership and earning a promotion.

By Elaine Cole

Brian Van Eck grew up in health care. His mother was an emergency room nurse.

“The stories around our dinner table were probably largely different than most people’s,” he joked, which may be why he didn’t want to be a practitioner. But his path in health care was set. He worked his way through college as a housekeeper for a health system, graduated with a business degree from Calvin College in his home town of Grand Rapids, Michigan, and began to put his finance knowledge to work for health care companies.

When he moved to Texas five years ago with his wife, Leighsa Van Eck, who is pursuing a master’s degree in kinesiology at TCU, he was hired as a financial analyst at JPS by Tammy Walsh, then director of finance, and Corbin Wilson, then executive director at JPS.

Van Eck followed Walsh to the Center for Cancer and Blood Disorders, then got a call from Wilson, now CEO of Radiology Associates of North Texas.

“Corbin is a hard guy to say no to. He’s a rare person in terms of culture development in the company. To get the chance to work with him again was an opportunity I couldn’t pass up,” Van Eck said.

Radiology Associates of North Texas includes a sizable group of radiologists but the management team is lean. As he entered into his career there, Van Eck began thinking about furthering his education. He considered an MHA but decided on an MBA when he heard about the Health Care MBA at TCU.

“An MBA degree is vital to progress up the ladder. I considered all the universities in the area. I was looking for a reputable university that was known outside the DFW area, since I’m from Michigan,” he said. TCU fit the bill. “Having a TCU MBA and especially one centered in health care is going to pay so many dividends in the future.”

Radiology Associates of North Texas didn’t have tuition reimbursement, but Wilson and Kirt Woolsey, chief financial officer and Van Eck’s direct report, went to the board of directors and got a policy written in.

“They’ve enabled me to purse my degree at TCU and have been very supportive. I can’t say enough about their willingness to make me the best I can be,” Van Eck said. That includes promoting him to a director’s position, due in large part to his education at TCU.

“I have seen his acumen improve,” Woolsey said. “Anyone who is continuing their education is developing their brain to work more efficiently at a higher level. He’s taking a negotiations class right now, and much of what we do is negotiation. The things he is learning there, he brings to us and is making us better.”

Wilson agreed.

“Brian has really contributed and changed the way that we do a lot of our
Brian utilized his classwork knowledge and master’s coursework to look at our business planning and pro forma preparation in a different way.”

Corbin Wilson, CEO, Radiology Associates of North Texas

analysis and business planning and pro forma preparation. Some of that is because he is so uniquely engaged with wanting to be effective and helping us, as well as interested in what he’s doing, but a lot has to do with the way he has utilized his classwork knowledge and master’s coursework to look at our business planning and pro forma preparation in a different way,” Wilson said.

Van Eck is in the first cohort in the TCU Health Care MBA, graduating August 2019, and has high praise for the program, his professors, his classmates, and the healthcare content and case studies.

“The professors went out of their way to make sure there was healthcare content so we could tie in finance, marketing, accounting and so forth to what we do on a daily basis. That’s been vital for me, being able to see the tie in of all the different academic disciplines,” he said.

He also benefited from connecting with people across different industries and backgrounds, “people I can call 10 years down the road and say ‘I have this problem. I know you’re not in healthcare but I know your industry has dealt with this in the past. How did you handle it?’ That is a huge bonus. I don’t know if that exists anywhere else.”

He also touts the networking with top executives through Neeley MBA’s C-Level Confidential.

“Nowhere else would I have been exposed to Barclay Berdan [CEO of Texas Health Resources] or Mike Williams [president of UNT Health Science Center] except maybe at social functions,” he said. “To spend three hours in a group of 10 and pick their brain about things, the unvarnished, unpolished discussions you can get into, that is invaluable.”

Valerie Johnston, associate professor of health care practice, was particularly influential to Van Eck’s education, encouraging his choice of a capstone project with Darin Szilagyi BBA ’94, vice president of marketing for Methodist Health System, and supporting him throughout the project.

“Having someone like Dr. Johnston who cares about healthcare and MBA students and has experience in the field, that speaks volumes about Neeley rather than ‘Oh, this is just something we’re going to add to the MBA program.’ Between that and the medical school, it shows that TCU is dedicated and focused on the health care community in DFW.”

Wilson says he is impressed that Van Eck is getting the opportunity to glean insights from the best business minds and health care administrators who are experts in their fields.

“I think the biggest takeaway is that the program is built and geared toward a focus on application in the workplace,” Wilson said.

“Brian has been promoted to a leadership position over one of our most important strategic initiatives right now,” Woolsey added. “That speaks to his education, efforts and desire to continue to learn and grow.”
Taking Inventory

How does a family-owned aerospace parts company hire a Navy veteran who majored in music for help with a new inventory system? They call TCU Neeley.

By Elaine Cole

Sol Kanthack BBA ’94 and Molly Kanthack TCU ’95 acquired Andrews Tool Company and quickly realized that the 40-year-old company needed help. They knew just where to get it.

It’s no surprise that the TCU alumni have started, sold and invested in several businesses, since they both grew up in entrepreneurial families. They started their first company, brightroom, with $15,000 they won in the University of Chicago’s New Venture Challenge, where Sol Kanthack was studying for his MBA.

From 2000-2012 they grew the photography service from an idea in graduate school class to the largest company of its kind in the world. They sold brightroom in 2012 and formed Left Dial as a search vehicle for new opportunities. They started an e-commerce business, AddLibra, then partnered with LKCM in a consumer products company in Chicago. All the while, they were building proprietary deal flow and seeing an increase in opportunities to acquire businesses.

“Startups are cash and resource intensive, so we refocused and targeted more established businesses to help them grow,” Sol Kanthack said. “Family-owned businesses resonated with us, so when I came across Andrews Tool, even though I knew nothing about aerospace, I met with GM Frank Walker. I fell in love with the company and its business of selling power feed tools to the likes of Lockheed, Boeing and Bell Helicopter.”

Meanwhile, Molly Kanthack came back to TCU on staff at the Neeley School of Business to help grow the Master of Science in Supply Chain Management and launch the Graduate Certificate in Supply Chain Management.

“When the Andrews Tool Company deal presented itself, I was immediately excited because of my experience with the supply chain programs at TCU,” she said.

The company was badly in need of an upgraded inventory management system. “They had old file cabinets full of parts and inventory,” Sol Kanthack said.

Christopher Boone, associate professor of supply chain practice, matched them with Richard Salazar from the MS SCM program. Salazar had been a logistics specialist in the Navy, and studied piano performance and composition for his undergraduate degree. When he tried to segue from music to the supply chain profession, he found he needed a degree. He entered TCU’s MS SCM in 2018 and will finish his degree in August 2019.

With his Navy background in inventory, Salazer jumped right in with Andrews Tool. He went through the entire inventory spreadsheet, checked for inconsistencies to clean up the data and instigated a formal requisition process for parts. “The managers and employees were excited to have a new structure,” Salazar said.

“Richard was a huge help to begin to sort it all out and identify a new inventory system,” Sol Kanthack said. “He understood inventory management and brought many good ideas to the table, including a new alpha numeric system for our products.”

The Kanthacks highly recommend TCU for interns and projects. “There are great minds throughout the university, and a fresh perspective on a problem is always welcome,” Sol Kanthack said.
Secrets of Success in the Entertainment Business, and the Power of Consumer Buzz

Star Wars. Avengers. Frozen. It is luck or is it science that make these movies, and their sequels, such megahits?

By Elaine Cole

Marketing Professor Mark Houston studied the business of movies, video games, books and music for more than three years to write a book, *Entertainment Science*, which features research that shows success is bit of both luck and science.

The entertainment industry has long been dominated by legendary screenwriter William Goldman’s “nobody knows anything” mantra, which argues that success is the result of intuition and instinct. But when movie moguls combine that intuition and instinct with data analytics and scholarly knowledge, they get a distinct competitive advantage. Just look at the rise of Netflix and Spotify, or Disney’s recent successes.

For *Entertainment Science*, Houston and his co-authors unlocked a large repertoire of scientific studies by business scholars and entertainment economists and identified the essential factors, mechanisms and methods that help a new entertainment product succeed.

“While coupling a good idea with smart data analytics and entertainment theory can’t guarantee a hit, it systematically and substantially increases the probability of success in the entertainment industry,” Houston said.

He also researched pre-consumer buzz to find out just how vital it is to success. Houston won a Best Paper Award from the *Journal of the Academy of Marketing Science* for “Pre-Release Consumer Buzz,” which finds that buzz is more than simply word of mouth among fans.

His research highlights the critical role of consumers’ observable anticipation for something new as observed through their behaviors – specifically communication, search and participatory experiences.

“Although the volume of pre-release consumer buzz is important, the pervasiveness also matters,” Houston said. “Are we only observing the actions of a niche of enthusiasts, or is the forthcoming product anticipated across consumer segments? The pervasiveness of pre-release buzz – enthusiasm across consumer segments and not a niche of fans – is vital to the success of a new product.”

Houston is the Eunice and James L. West Chair in Marketing at the TCU Neeley School of Business.


FACULTY FINDINGS

Who is Better at Entrepreneurship? Men or Women?

By Elaine Cole

A stereotype has long been portrayed that men are better suited to new venture creation. It is assumed that men are more assertive and more willing to take risks, while at the same time having greater access to startup capital and a broader range of role models and mentors. This bias undervalues the role of feminine qualities and overestimates the value of masculine qualities across the broad range of activities in which entrepreneurs must engage to be successful.

Entrepreneurship Professor Keith Hmieleski surveyed founding CEOs across the nation, focusing on characteristics of creativity and teamwork. He found that female entrepreneurs have the advantage when they exhibit the agentic characteristic of creativity, and male entrepreneurs achieve more success when they exhibit the communal characteristic of teamwork. This is especially true with regards to their high levels of perceived well-being as well as their new venture’s performance.

Who is better at entrepreneurship? The answer is: both men and women, especially if they utilize personality characteristics often identified with the other gender.

Hmieleski’s findings show the importance of both stereotypical masculine and feminine characteristics for entrepreneurial success.

His research highlights the need for a more balanced perspective of entrepreneurship, one that emphasizes the unique importance of agentic traits for women and communal characteristics for men, and sheds new light into why some entrepreneurs, but not others, are able to flourish.


Who is Better at Entrepreneurship? Men or Women?

By Elaine Cole

For years, academics, professionals and regulators focused on the upside of accounting competence for top executives, arguing that it provides a better ability to generate financial reports free of misstatements. But major accounting scandals hint that some executives use their powers for evil instead of good.

Anne Albrecht, assistant professor of accounting, studied CFOs, CEOs and other top executives at more than 3,000 public companies.

Her finding? A combination of audit-firm experience and excess pay can bring out the dark side in the C-suite.

Instead of doing good, top executives with accounting expertise can use their extensive knowledge of audit procedures and negotiation tactics to hide misstatements and/or avoid later adjustments when an external auditor finds misstatements.

It isn’t solely accounting expertise that poses a greater risk for fraud. It also depends on how much executives make. Albrecht’s research shows that executives with accounting experience working at higher-paying firms were about 30 percent more likely to misstate their financial statements than their low-pay counterparts. In the words of the study, “a dark side of accounting competence emerges in the presence of compensation-based incentives.”

Another contributing factor is the lack of awareness by external auditors, who tend to over-trust executives who have accounting expertise. After all, the Public Company Accounting Oversight Board, which was created in 2002 in response to major accounting scandals, lists lack of managerial accounting competence as a prominent risk factor for financial misreporting. So the presence of accounting competence should be a good thing.

But it works both ways. Albrecht’s research clearly shows that accounting competence in the C-suite is a two-edged sword that can either enhance or subvert financial reporting.


The Dark Side of Accounting Expertise in the C-Suite

By Elaine Cole
E-ship Ranks No. 13 for Research
TCU Neeley ranks No. 13 out of 497 universities around the world for the number of entrepreneurship research articles (12) published over five years in premier journals: Strategic Entrepreneurship Journal, Journal of Business Venturing and Entrepreneurship Theory and Practice. The TCU Neeley Institute for Entrepreneurship and Innovation creates the rankings.

Zach Hall Designated 2019 Young Scholar
Zach Hall, assistant professor of marketing, was honored by the Marketing Science Institute as a promising scholar and potential leader of the next generation of marketing academics. Only 35 professors from universities around the world were selected. Dr. Hall conducts research on critical sales and marketing topics and focuses on solving real-world problems in sales and marketing.

Morgan Swink Honored by Decision Sciences Institute
Morgan Swink, executive director of the Center for Supply Chain Innovation, was honored with the Distinguished Service Award by the Decision Sciences Institute, the highest honor bestowed for service to the institute. Dr. Swink is the Eunice and James L. West Chair in Supply Chain.

Hettie Richardson Named SMA Fellow
The Southern Management Association has selected Hettie Richards, professor and chair of the Department of Management and Leadership, as an SMA Fellow, based on her impressive scholarly achievements and significant leadership service in the SMA.

Mark Houston Awarded Best Paper by JAMS
Marketing Professor Mark Houston was honored with the Sheth Foundation Best Paper Award by the Journal of the Academy of Marketing Science, out of all articles published in 2018. His research, “Pre-release Consumer Buzz,” focuses on consumers’ expressions of anticipation for a forthcoming product. Dr. Houston is the Eunice and James L. West Chair in Marketing.

Ryan Krause Honored with 2019 TCU Deans’ Award
Convocation of Academic Excellence with the Deans’ Award for Research and Creativity. Krause joined TCU in 2013 and was named the Robert and Edith Schumacher Junior Faculty Fellow in Entrepreneurship and Innovation in 2017. His research has been featured in the New York Times and Harvard Business Review. He has been interviewed by NBC National News, Financial Times and Wired.

Minakshi Trivedi is New Wilson Professor
Minakshi Trivedi, chair of the marketing department, is now the J. Vaughn and Evelyn H. Wilson Professor of Marketing. Trivedi joined TCU in 2016 and has an outstanding record of research published in leading marketing journals, including six in top-tier journals. She led the development of the TCU MBA analytics track and played a vital role in establishing the Sales and Customer Insights Center.

Brad Harris Featured in 40 Under 40 Business Professors
Brad Harris, associate professor of management, is featured in Poets & Quants 2019 list of the most outstanding business professors under 40 years old who are teaching at the MBA level. Harris states in the article that quality interaction is key in his classes. “When students can see who I am and what I’m about, they feel more comfortable engaging in discussions. I’ve also gotten more comfortable saying ‘I don’t know,’ which helps get rid of the ‘sage on the stage’ stigma that can stifle interesting conversations.”
TCU Values and Ventures Team Combined Business, Science, Math, Speech/Hearing and Design for a Big Win

What do you get when five disciplines come together in one amazing TCU team? A business plan for an affordable hearing app that won third place and $15,000 out of 56 teams from around the world.

Seniors Maddie Kingsbury, Devan Peplow and Mavis Tang impressed judges in the 2019 Richards Barrentine Values and Ventures® Competition at TCU April 5-6, and walked away with a top prize.

The team won with their plan for Sounde, an app that allows people with hearing impairments to hear in real time. The app doesn’t simply amplify sound. Using a proprietary algorithm developed by Associate Professor of Computer Science Liran Ma, the technology breaks apart sounds and then pieces them back together to produce a viable sound in less than 50 milliseconds. The app is targeted for people suffering from mild to moderate hearing loss as an affordable bridge, supplement or alternative to expensive hearing aids.

The TCU team was created after dozens of interviews held by Rodney D’Souza, managing director of the TCU Neeley Institute for Entrepreneurship and Innovation. D’Souza read about Ma’s technology in TCU Magazine and contacted Ma, who was happy to have business students develop a plan to commercialize the technology.

“Hearing is so important to human connection,” said Peplow, an entrepreneurial management major and BNSF Neeley Leader who suffers from partial hearing loss. “Our team is trying to bring this affordable technology to the masses.”

Kingsbury, a marketing major, believes the app has real potential. “With a really strong team and advisors in place, I feel confident that we have a viable and exciting business opportunity with a technology that can make hearing aids affordable,” she said.

Tang, an entrepreneurial management major and BNSF Neeley Leader, said, “I am grateful to be a part of this team and learn from all the amazing individuals who have helped us along the way.”

The Sounde team brought together the Neeley School of Business, College of Science and Engineering, Harris College of Nursing and Health Sciences and College of Fine Arts. Kayce Patterson, TCU graphics design major, developed the Sounde logo and layout for the app.
TCU’s 9th Annual Richards Barrentine Values and Ventures® Competition

College students from 56 universities in the United States, Canada, Scotland, Poland and Bangladesh presented ideas for businesses that make a profit while also benefiting the community, the environment or a specific population.

WINNERS

Grand Prize, $40,000
American University
Celise produces high-performance biodegradable alternatives to plasticware and straws, made with repurposed cornstarch.

Second Place, $25,000
University of New Mexico
EasyFlo is an affordable on-the-go baby bottle to reduce waste from plastic baby bottles and water bottles.

Third Place, $15,000
Texas Christian University
Sounde hearing app uses a proprietary algorithm to break apart sounds and piece them back together at certain frequencies according to a person’s prescription.

Honorable Mentions, $2,500 each
Johns Hopkins University
Relavo produces a system that reduces the risk of infection for patients using at-home dialysis.

Loyola Marymount University
MobieDock solar-powered stations for e-scooters reduces clutter while providing sustainable charging.

University of Houston
AquaFix Solutions uses a patented chemical solution to increase water recovery in desalination plants.

University of Texas at Austin
Sun Co. Tracking produces lightweight, affordable, non-electric solar trackers for home solar panels.

Auburn University
SOstraws are premium, affordable, reinforced paper straws that resist sogginess.

Founders Award, $5,000
San Diego State University
SOULMUCH repurposes unused rice from restaurants into flour for delicious cookies.

Elevator Pitch First Place, $1,250, and the Marjorie and James Sly Innovation Award, $2,500
California Polytechnic State University
De Oro Devices produces a retrofit solution to attach to a cane/walker to prevent freezing of gait for people with Parkinson’s Disease.

Elevator Pitch Second Place, $750
Michigan State University
BRITE Bites is an all-natural probiotic snack.

Elevator Pitch Third Place, $500
University of California-Irvine
CenSyn Pen is a pocket-sized EEG pen to quickly assess brain damage at the scene of accidents.

Elevator Pitch Honorable Mentions, $250 each
University of Strathclyde (Scotland)
Bangladesh University of Professionals (Bangladesh)
University of the Incarnate Word
We Passed! Business and Accounting Accreditation Extended

The TCU Neeley School of Business passed the extensive review process, held every five years, to extend our accreditation by the Association to Advance Collegiate Schools of Business.

AACSB accreditation is earned by only five percent of the world’s business programs. Only 831 institutions across 54 countries have earned AACSB accreditation, and only 189 hold the additional AACSB accreditation for accounting programs. TCU Neeley holds both.

The review assures that TCU Neeley is focused on excellence in strategic management, innovation, learning, teaching, student/faculty/staff participation and academic/professional engagement.

Accounting Grads Rank Second in Texas for Passing the CPA Exam

Obtaining the impressive CPA designation isn’t easy. There are four parts to the CPA exam: financial, auditing, regulation and business. TCU Neeley is second among Texas universities for accounting graduates taking and passing all four CPA exam sections in 2018. More than 75 percent of TCU accounting grads passed all four sections. Nationally only 45-50 percent pass. TCU Neeley has ranked in the top five since 2008, including second in 2010.

BIS Students Take First Place in International Competition

Out of 18 teams from universities around the world, the TCU Neeley team of Ryan LeWright, Jamie Khuc and Graham Leech brought home an impressive first place in the CoMIS Case Competition, the premier competition for undergraduate information systems majors. The team from University of Arizona placed second and Indiana University placed third.

The intense 24-hour competition is held annually at the University of Minnesota’s Carlson School of Management in Minneapolis.

“I move forward from this opportunity with the realization that TCU has fully prepared me to be a valuable employee, team member and leader in the work force,” said Leech.

“This opportunity will stay with me as a reminder of what it means to be a continuous learner and tenacious leader,” added Khuc.

“It really showed me the value of the skills that we are taught here,” LeWright said.
TCU MBAs Win Big 12 Competition Back-to-Back

Not all the Big 12 competitions are on the court, diamond or field. A team of super-smart TCU MBAs won first place and $5,000 in the 2019 Big 12 MBA Case Competition for record-breaking back-to-back wins. It was the first time in the 13-year history of the Big 12 MBA Case Competition that a university took home the grand prize two years in a row.

Rachel Manthei, Claire Lukeman, Nathan Brasher and Thiago Farias knocked it out of the park at the competition held at the Chambers School of Business and Economics at West Virginia University.

A senior executive with Grant Thornton, which provided the case and prize money, told the team he would hire all of them.

Manthei was on last year’s winning TCU team, too.

“After participating as a first-year MBA on last year’s winning team, I was proud to go back with another great team and bring the cup back to TCU again,” she said.

Larry Lockwood is Neeley Alumni Professor of the Year

Lockwood, the Stan Block Endowed Chair in Finance and advisor to the Educational Investment Fund, is honored for his significant influence on the success of students and alumni.

Lockwood helps create investors and Chartered Financial Analysts® who can tackle the complex world of investment management. He has taught both undergraduate and graduate courses in security analysis and portfolio management at TCU Neeley since 1994, and serves as faculty advisor to the prestigious $1.5 million TCU Educational Investment Fund.

A Chartered Financial Analyst since 1995, Lockwood administers the CFA track program at TCU each spring semester. Approximately 500 TCU students have completed the 88-hour program. He also has taught the CFA track program to aspiring charterholders across the United States and Europe.

Lockwood also received the Neeley Alumni Professor of the Year honor in 2009. He has been singled out with several teaching awards, including TCU’s Deans’ Outstanding Teacher Award and the Neeley School’s Undergraduate Teaching Excellence Award. He holds a PhD and MS from Purdue University.

LKCM Named TCU Neeley Alumni Business of the Year

TCU Neeley honored Luther King Capital Management for the Fort Worth-based company’s long-lasting success and ongoing support of TCU Neeley students, alumni and programs.

LKCM supports TCU Neeley through partnerships, internships, board stewardship and hiring graduates. The LKCM Center for Financial Studies was made possible in 2002 through a generous endowment from LKCM. The center provides resources, conferences and programs to enhance the academics and careers of TCU Neeley finance students, faculty and industry professionals.

LKCM was founded in 1979 by J. Luther King Jr., who earned his undergraduate and graduate business degrees from the TCU Neeley School of Business. Today, LKCM has $14.5 billion in assets under management.

“Luther King Capital Management has opened so many doors for our finance students through the years. The company truly understands and lives the expression ‘Paying It Forward,’” said O. Homer Erekson, the John V. Roach Dean of the Neeley School of Business.
Seniors Featured in *Poets & Quants’* 2019 Best and Brightest Business Majors

James Griffin, finance major, and Taylor Huang, entrepreneurial management major, are featured in an exclusive list that honors 100 of the most accomplished seniors majoring in business in the United States. Seniors Griffin and Huang are lauded for their academic excellence, extracurricular leadership, character, potential, personal narrative and overall impact on the program.

Griffin is a Neeley Fellow who interned at LKCM and will work for Credit Suisse in New York City after graduation. “From the day I became part of the TCU Neeley School of Business, I was embraced by older students, faculty and staff [who] expressed a sincere interest in my success and happiness. I hope to make the same kind of impact on students into the future.”

Huang is a BNSF Neeley Leader who has already founded several successful companies. His mother influenced him to pursue business in college. “After my father passed away, my mother had to start a business to have enough financial capability to raise me. My mother has always been a great business operator and manager. She inspired me to be a better businessman so I can help her.”

Read their stories at poetsandquantsforundergrads.com.

TCU MAc Grads Land Prestigious Postgraduate Positions

Demi Fritz MAc ’19 is headed to Connecticut to join Tyler Padgett MAc ‘18 at the Financial Accounting Standards Board for a one-year term as a postgraduate technical assistant. Last year Padgett was chosen for the highly competitive program upon his graduation, so the two TCU alumni will cross paths for a few months.

This makes a total of 10 TCU MAc grads chosen as postgraduate technical assistants in 10 years, out of thousands of applicants from across the country who apply to the Financial Accounting Standards Board and Governmental Accounting Standards Board.

The list includes Demi Fritz 2019; Tyler Padgett 2018; Francesca Roberts, Jared Cline and Laura Beth Harville 2017; Karlene Tipton 2013; Callie Haley 2012; Mallory King and Meagan Wayland 2011; and Matt Kubic 2009.

As postgraduate technical assistants they demonstrate and refine their writing, analysis and critical thinking skills while contributing to the accounting profession’s standard-setting process.

“This impressive role opens doors when they transition to professional services firms,” said Renee Olvera, professor of professional practice and director of TCU Neeley’s Professional Program in Accounting.
Introducing Certificates in Sales, Analytics and Supply Chain

TCU Neeley introduces three opportunities for undergraduates (sales), graduates (analytics) and professionals (supply chain) to formally enhance their skills.

### Certificate in Consultative Selling

**Who:** TCU Neeley undergraduates from any business major.

**What:** 9 credit hours. Classes will include Marketing Management, Foundations of Selling, Consultative Selling and a new interactive Sales Practicum course where students will work with corporate partners through shadowing, role playing, corporate visits, executive talks and more.

**Why:** The demand for formally certified students has led to the development of more than 100 sales programs at business schools across the United States. In conjunction with TCU Neeley’s new Sales and Customer Insights Center, the Certificate in Consultative Selling provides expertise in complex selling situations so students can better understand the specific needs of customers and provide the best solutions. The curriculum will deliver the fundamentals of selling and sales management, and provide experience selling real products.

**Compatible with Any Undergraduate Business Major:** Students majoring in any business field at TCU may pursue the certificate to complement their degree. The certificate is only available to business majors.

### Analytics Certificate

**Who:** TCU Neeley graduate business students.

**What:** 7.5 credit hours. Primary topics include statistics, data management and data visualization, plus additional depth in discipline-specific analytical tools and methods.

**Why:** The Analytics Certificate meets the growing demand of graduate students and employers for expertise and experience in collecting, managing, analyzing and interpreting data. These skills are vital to success in all aspects of organizational leadership in any field.

**Compatible with Any Graduate Business Degree:** Students in TCU’s MBA programs – full-time, part-time, health care, energy, executive – and the MS Supply Chain Management program may pursue the Analytics Certificate to complement their degree.

### Certificate in Supply Chain

**Who:** Working professionals.

**What:** 9 credit hours, 12 if adding the global experience. Primary topics include supply chain management, operations management, logistics management, the integration across these functions and global organizational relationships.

**Why:** The graduate-level Certificate in Supply Chain Management is designed for professionals who want to fast-track their supply chain knowledge and skills to build or enhance their expertise and make an immediate impact on their organizations and careers. In conjunction with TCU Neeley’s Center for Supply Chain Innovation, the certificate provides expertise from a top-ranked supply chain program and world-renowned faculty.

**Earn Credit for MS Supply Chain Management:** Students who complete the certificate will have the GMAT or GRE requirement waived when they apply to the MS in Supply Chain Management program, and all certificate credits will be applied toward the MS SCM degree.
TCU Energy MBA is Now Available Remotely

No matter where your career has taken you, you can now earn the TCU Energy MBA alongside on-campus classmates from the convenience of your computer. New for 2019 is the option to join the evening-only classrooms live from your computer.

"From anywhere, students can join in classroom discussions, lectures and presentations to complete their degree remotely," said Anne Rooney, executive director of the Center for Supply Chain Innovation.

In keeping with TCU Neeley’s personal approach, remote students will also meet on campus with their professors and classmates at least two times each semester.

The TCU Energy MBA delivers impressive MBA credentials and in-depth knowledge into energy issues. The evening class format is designed for those in full-time careers. For more information visit neeley.tcu.edu/energymba.

Center for Supply Chain Innovation Hosts World-Class Competition

With Esri as a premier sponsor and Nike as the case provider, the Center for Supply Chain Innovation welcomed 15 teams to TCU for the third annual MBA/MS Supply Chain Case Competition. Graduate students from across the United States came to demonstrate their skills in front of supply chain executives.

Brigham Young University won first place and $10,000. University of Washington won second place and $5,000. University of Wisconsin-Madison won third place and $3,000, and University of Pittsburgh won fourth place and $1,500.

"The competition gets better every year. We’re seeing some of the best and brightest supply chain graduate students in the country demonstrate cutting-edge knowledge," said Morgan Swink, executive director of the Center for Supply Chain Innovation.

Welcome New Health Care MBA Advisory Board

As we educate thought leaders to shape the future of health care through innovative curriculum and community partnerships, we welcome the inaugural Health Care MBA Advisory Board to strengthen our reputation and professional connections to the community.

BOARD MEMBERS

Mike Hicks, MD, UNT Health Science Center
Sharon Clark, Chief Financial Officer, JPS Health Network
Grant Fowler, MD, Chair of Family Medicine, JPS Health Network
Donna Richardson, Associate Chief Nursing Officer, Parkland Hospital
Paul Rumsey, Chief Learning Officer, Parkland Hospital
Eric Hubli, MD, Medical Director of Craniofacial and Cleft Surgery, Cook Children’s Medical Center
Nancy Cychol, Chief of Hospital Services, Cook Children’s Medical Center
Andrew Masica, MD, Chief Clinical Effectiveness Officer, Baylor Scott & White Health
Nancy Vish, President and CNO, Baylor Heart and Vascular Hospital, Baylor Scott & White Health
Mae Centeno, System Vice President, Chronic Care Continuum, Baylor Scott & White Health
Frank Rosinia, Executive Vice President of Strategy and Performance, UNT Health Science Center
Daniel Varga, MD, Senior Executive Vice President and Chief Clinical Officer, Texas Health Resources
Daniel Gandarilla, Vice President and Chief Learning Officer, Texas Health Resources
Darin Szilagyi, Vice President of Marketing and Public Relations, Methodist Health System
Rick Resnick, CEO, LifeMedID
Rachel Miller, CEO and Founder, Bloodscore
Elyse Stoltz Dickerson, CEO and Founder, Eosera Inc.
Andrew Masica, MD, Chief Clinical Effectiveness Officer, Baylor Scott & White Health
Nancy Vish, President and CNO, Baylor Heart and Vascular Hospital, Baylor Scott & White Health
Mae Centeno, System Vice President, Chronic Care Continuum, Baylor Scott & White Health
Frank Rosinia, Executive Vice President of Strategy and Performance, UNT Health Science Center
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Daniel Gandarilla, Vice President and Chief Learning Officer, Texas Health Resources
Darin Szilagyi, Vice President of Marketing and Public Relations, Methodist Health System
Rick Resnick, CEO, LifeMedID
Rachel Miller, CEO and Founder, Bloodscore
Elyse Stoltz Dickerson, CEO and Founder, Eosera Inc.
David Allen, PhD, Associate Dean of Graduate Programs, TCU Neeley School of Business
Valerie Johnston, PhD, Associate Professor of Professional Practice, TCU Neeley School of Business
I LOVE NY
Neeley Fellows were in New York City visiting the New York Stock Exchange, LinkedIn, JP Morgan Chase & Co., Robin Hood, Shake Shack, Fox News, and attending an alumni event with Sharon Leite, CEO of The Vitamin Shoppe.

MEMORIES SWEET, COMRADES TRUE
TCU seniors in the BNSF Neeley Leadership program enjoyed a private lunch with Chancellor Boschini at Minor House, the Chancellor’s residence, to celebrate the end of the semester.

MOVING ON UP
TCU Neeley real estate students got an up-close-and-personal tour of Hillwood, ranked as one of the top industrial, commercial and residential real estate developers in the country, thanks to TCU alumnus Mike Berry.
THE GREAT ESCAPE
As part of a three-day in-residence seminar, TCU EMBA students attended an escape room activity to learn how to solve a series of puzzles as a team.

THE POWER OF WOMEN
Ann Bramman BBA ’89, CFO of Nordstrom, met with TCU MAC women to offer personal advice and insights about the opportunities in accounting.

INTERVIEW DAY
Business professionals from all over DFW come to TCU every spring semester to help interview sophomore business majors as part of the required admissions process for the Neeley School.

MEETING MR. PEANUT
The TCU MBA Marketing Club toured the Kraft Heinz corporate headquarters in Chicago during spring break.
Marketing Department Welcomes Alumni Advisory Board

The Department of Marketing hosted a reception at Reata restaurant to welcome a new alumni advisory board and share the vision for the Sales and Customer Insights Center.
Class Notes

1940s

Richard Owens BBA ’49 is now retired in Odessa, Texas. He was at TCU for two months in 1943 when the army drafted him for World War II. He fought in Italy, then sailed to Okinawa where he saw the devastation of the atom bombs shortly after they were dropped on Japan in 1945. After the war, he returned to TCU to finish his degree. He later earned a master’s degree in counseling and worked for Ector County ISD as a guidance counselor. He also did home studies for adoptions for 30 years.

1970s

Pam Gilmore BBA ’70 retired from AT&T Public Sector Solutions in February 2019 following a career in recruiting/human resources, project/program management, corporate compliance and HR-sponsored training leadership. Pam now devotes her time to HOA board leadership and committee activism in Fairfax County.

Wayne Abatelli BBA ’72 sold his real estate and appraisal office, Abatelli Appraisal Service, and moved it to New York. Wayne joined Douglas Elliman’s office on Long Island as an associate broker.

George Scott BBA ’75 was appointed chair of the Federal Accounting Standards Advisory Board. He is a CPA and retired partner of Deloitte where he worked for more than 39 years. George remains active in the industry at the national and regional level.

1980s

Chris Grasher BBA ’76 has joined Dixon Hughes Goodman. Chris previously worked at both Ernst & Young and Whitley Penn.

Bill Widmer MBA ’78 was elected to a third term on the Atherton City Council and appointed mayor for the second time. He remains a professor of management at Menlo College.

Lorna Donatone MBA ’82, CEO Geographical Regions for Sodexo North America, was honored as an Industry Titan during the Women’s Foodservice Forum 2019 Annual Leadership Development Conference. She was honored among forward-thinking leaders in the food industry for her public commitment to prioritizing women’s advancement, leveraging influence to urge peers to do the same, and creating change that will increase opportunities for women across the industry.

Scott Allen BBA ’85 is the IT HR program manager at TriNet in Austin, Texas. TriNet is one of the largest PEO operations in the United States, providing HR and payroll services to small- and medium-sized businesses across the nation. Scott and his wife live in Georgetown, Texas, after relocating from Seattle.

Charlie Potts BBA ’85 opened Azul Pool & Patio, a new construction firm in St. Louis. Charlie brings more than 30 years of business ownership experience to this new firm serving new pool and outdoor living space construction.

Blake Prewit BBA ’85 started an insurance agency, Altamire Benefits, in February 2019 with one client, and with hard work and a dedicated team the business has grown exponentially. His wife, Teresa, is an integral part of the business and has been converted into a major TCU fan. Go Frogs!

Brian Zempel MBA ’87 is now EVP and president of Nordstrom credit and payment services. He is responsible for leading all aspects of Nordstrom’s credit card and payment solutions supporting all brands in the United States and Canada. Brian and his wife, Jill Goodwin Zempel TCU ’87, will move to Denver in the fall.

Ingrid Ocanas Carney BBA ’88 and her maternity apparel company, Ingrid & Isabel, successfully launched Isabel Maternity, a new maternity line at Target Stores and Target.com. Known for Ingrid’s patented invention, the Bellaband, the company has revolutionized maternity apparel and given birth to a line of essentials, active wear, intimates and fashion for moms-to-be. Ingrid lives in San Francisco with her husband, George, and their two daughters, Isabel and Alexandra.

Troy Jackson BBA ’89 is the newest member of Trinity Bank’s board of directors. He is president of Jackson Construction in Fort Worth.
1990s

**Brian Krivan BBA ’91** is the U.S. sports medicine director of sales for Smith+Nephew. He has been with Smith+Nephew for 23 years.

**Clint Robertson BBA ’92** is a CPA, attorney, mediator and real estate broker. In 2010, he was a finalist on “The Apprentice” and now hosts HGTV’s “Boise Boys.” Season 2 airs in late spring 2019.

**John Lockwood BBA ’93** and Elena McKelligan were married on July 28, 2018, in Mexico City. Horned Frogs in the wedding party were [David Allen TCU ’93], [Darren Otto TCU ’93] and [Steve Klee TCU ’94]. John is a commercial banking workout specialist with Fifth Third Bank and Elena is a management consultant with Ernst & Young. They reside in Chicago.

**Courtney Smith McKay BBA ’93** along with fellow Horned Frog partners [Shannon Owens Schumacher BBA ’92], [Herd Midkiff BBA ’97], [Jan White Neal BBA ’00] and [Anna McElwain Brewer BBA ’01] celebrated the 20th anniversary of JTaylor, an independently owned CPA firm based in Fort Worth, with a night at the Fort Worth Stock Show & Rodeo.

**Paul Tr ulove BBA ’95 MBA ’99** was featured in IDG Connect’s C-Suite Advice column. Paul has worked in product management and strategy for over 20 years and now serves as the chief product officer at SailPoint.

**Jennifer Duncan Edgeworth BBA ’96** was sworn in as judge of the 219th district court in Collin County.

**Stan Bane Jr. BBA ’97** started Steel City Scaffold Inc. in 2010 and the business is now one of the most prestigious scaffold companies in Southern California. Stan has successfully completed scaffold projects at the Walt Disney water tower and Sony Studios tower. He is currently working on the Historical Capital Records building.

2000s

**Chris Blair BBA ’02** will graduate with an MBA from UTA-Fort Worth Center August 2019. He will intern with the district office for Congresswoman Kay Granger (TX-12) during the summer.

**Valerie Brown BBA ’02** and her husband, David, welcomed Clarkson Berenger Brown on March 6, 2019.

**Greg Skasko BBA ’02** is now CEO of eGency Global marketing and advertising in Dallas, Texas.

**Frederic Guibaud MBA ’03** co-founded a private investment office dedicated to a single family based in Geneva, Switzerland, where a team of four manage liquid assets in a Luxembourg-based hedge fund focused on global liquid alternative niche investment strategies.

**Barrett Blaschke MBA ’04** is director of research and senior analyst, midstream energy, for MUFG Securities.

**David Peterson BBA ’04 MBA ’09** is chief credit officer of Elevate Credit Inc., a leading tech-enabled provider of innovative and responsible online credit solutions for non-prime consumers. He has 15 years of experience in financial services, primarily in credit risk. He joined the company in 2010 and has held a number of roles of increasing responsibility in areas including credit strategy, risk, portfolio management and fraud.
Winston Ley MBA ’14  
Co-Founder, Pax & Parker

Why TCU MBA?  
I was an assistant buyer for a luxury women’s clothing chain when I decided to pursue my MBA. I chose TCU because of its rankings, reputation and impressive network. I was ultimately sold on the intimate size of the program. A smaller cohort meant more one-on-one attention from esteemed professors and more face-time with C-level executives.

What was the most memorable part of your MBA experience?  
Neeley & Associates MBA consulting project had the greatest impact on my evolution into becoming an entrepreneur. Throughout the project, I gained confidence to work as an independent entity. I fostered exceptional project management skills and enhanced my business acumen. Without this experience, I don’t believe I would have had the assurance to take the leap of faith into entrepreneurship.

How did the TCU MBA contribute to your success?  
As a business owner, I apply many of the concepts and lessons I learned in the TCU MBA program and as an intern at Walmart. The company consists of my business partner, Alari Paxson TCU ’10, and me, so as you can imagine we both wear many hats: marketing, procurement, business development, negotiations, design and merchandising—it’s all on our plate. I feel like I leaped from MBA student to CEO, yet also CMO, CFO, janitor and everything in between.

Favorite thing about being a Horned Frog?  
People are so supportive of TCU and know we have a great MBA program. I think that has helped us build trust in our business relationships. I believe the skills you obtain and the connections you make while attending a top-tier MBA program like TCU’s truly provide the best foundation for a successful startup.
Meghan Mullinax BBA ’08 and her husband, Elliot, welcomed their third child, Easton Elliott Mullinax.

Cody Cotten BBA ’09 MBA ’15 was promoted to senior vice president of project and asset management at Civitas Senior Living in Fort Worth. He manages development projects and asset management for the company.

Russell Mariott MBA ’09 is executive director of marketing for AdventHealth in central Florida.

Madison Muckleroy BBA ’09 MAC ’10 and her husband, David Muckleroy BBA ’10, welcomed a baby girl, Afton Dare Muckleroy, on October 10, 2018.

Carolyn Phillips BBA ’09 celebrated the one-year anniversary of her business, Alchemy Pops Shop, on South Main Street in Fort Worth. She built her company from one pop cart purchased on Craigslist.

April Taylor BBA ’09 won the 2018 Air Force contracting award and was named Outstanding Civilian in Operational Contracting by the Office of the Assistant Secretary of the Air Force for Acquisition, Technology and Logistics. She received the award at the Air Force Contracting World Wide Training Summit in Orlando, Florida.

2010s

William Leighton LaFuze Jr. BBA ’10 and Emalee Elizabeth Hall BBA ’10 were married on January 5, 2019, in Dallas. On New Year’s Eve, the couple had a private vow exchange in Paris, France. William is a vice president on the oil and gas finance team at J.P. Morgan. Emalee graduated from the University of Texas School of Law in May 2019 and will join Vinson & Elkins LLP in the fall. The couple resides with their two Labradors in Lakewood, Texas.

Clayton Thomas BBA ’10 and Kalee Heikenfeld TCU ’10 were married in Dallas on March 9, 2019, and celebrated with family and friends, many of whom are TCU alumni.

IN MEMORIAM

Allen Self, TCU Neeley professor from 1964-1990, passed away on December 22, 2018. He touched many lives through his dedication to students and service to TCU.

Dr. Self successfully operated a 420-acre cattle farm near Denton, taught business classes at the University of North Texas, served on the Denton City Planning and Zoning committee and on the Denton City Council.

Subsequently, he earned a position as a tenured professor at TCU where he taught in the Neeley School of Business for almost 25 years, retiring as Emeritus Professor of Management. After teaching, he began a successful economic consulting business until the last few years.

“My most memorable professor was Dr. Allen Self. Not only was I one of his students, I had the good fortune of serving as his graduate assistant while I was in the TCU MBA program. He took me to Austin for a hearing on a bank charter application we worked on, invited me to his home for dinner, served as a reference on my first job applications and provided career advice. Serving as his graduate assistant enhanced my résumé and help me secure my first job with First City Bancorp, where I spent 20 years. He also offered advice and encouragement during my 30-year banking and finance career. He was a great mentor, advisor and supporter.”

— F. T. (Chip) Webster BBA ’70 MBA ’72

SEE PHOTOS FROM NEELEY EVENTS

flickr.com/Neeley_School

WATCH UPDATES FROM NEELEY

YouTube.com/TCUNeeleySchool
Bennett Vann BBA ’12 relocated from Houston to San Francisco to join City National Rochdale, an RBC/City National company, as a portfolio analyst. Bennett enjoys the scenery and sunshine while prepping for the CFA examination this summer.

Avery Seale Domenech BBA ’13 and husband, Sebastian, welcomed Otto Santiago Domenech, on June 14, 2018. Avery is a media buyer for BrivicMedia and Sebastian is the alumni director at St. Thomas High School in Houston, Texas.

Will Hopper BBA ’13 is graduating from the UT School of Medicine at San Antonio and will stay in San Antonio to complete his residency in general surgery.

Jasmine Sadeghpour BBA ’13 is assistant vice president and relationship manager at Frost Bank in Houston. She celebrated her five-year anniversary with the company in the commercial real estate group. Jasmine is responsible for financing acquisition, development and construction projects for income-producing assets throughout the Houston metropolitan area. She is a graduate of Frost’s Credit Analyst Program, Financial Services University and a member of Commercial Real Estate Women Houston.

Dustin Schelle MBA ’14 and his wife, Amy, welcomed two little boys, Oliver and Henry, in January 2019.

Darla D. Eason MSSCM ’15 was promoted to proposal manager supporting the F-35 program in Lockheed Martin’s rotary and mission systems division.

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Dustin Schelle MBA ’14 and his wife, Amy, welcomed two little boys, Oliver and Henry, in January 2019.

Nicole Ann Sowell BBA ’16 was promoted to senior tax accountant at Fox, Byrd and Company.
Chad Hummel BBA ’17 joined Amazon’s anti-fraud and abuse team as a program manager shortly after graduation. He was recently promoted and relocated to Munich, Germany, as part of the anti-fraud abuse team that supports the Europe, Middle East and Africa markets. Chad is grateful for his experience as a Neeley Fellow and Supply Chain student because it provided the skills, confidence and business acumen to excel in his new role at Amazon.

Lauren Dannemiller BBA ’18 is a leasing associate at Weitzman where she specializes in retail leasing throughout DFW. She takes pride in helping retailers and restaurants find the right location for their businesses.

Stacia Powell MAC ’18 welcomed Hendrix J.J. Powell weighing 6 lbs 9 oz on December 20, 2018.

Amanda Medford Galati BBA ’00
Co-Owner, Lila & Hayes
Marketing major

Why did you choose TCU?
It had everything I was looking for in a university: a perfect student body size, a great reputation for academics, an active Greek life, and an awesome town to enjoy while there.

How did TCU Neeley prepare you for success?
TCU Neeley gave me a solid background in business and helped me learn to work in group and individual settings, and also in self-driven and instructor-led environments, all of which are critical to success.

Why did you decide to be an entrepreneur?
I have always been an entrepreneur at heart, starting my first business at age 10 making and selling hair bows. I love the freedom and flexibility, and building something that is my own and watching it succeed. Being a small business owner, I feel truly connected with my customers, and I have the autonomy to change the direction of things at any time to meet their needs.

Favorite thing about being a Horned Frog?
I enjoy all the sporting events, attending school holiday festivities, and seeing people daily that I knew while at TCU. I love the TCU network and how we try to stay connected and support each other all across the country.

Lorna Donatone MBA ’82, CEO Geographical Regions for Sodexo North America, was honored as an Industry Titan during the Women’s Foodservice Forum 2019 Annual Leadership Development Conference.

Courtney Smith McKay BBA ’93, along with fellow Horned Frog partners Shannon Owens Schumacher BBA ’92, Herd Midkiff BBA ’97, Jan White Neal BBA ’00 and Anna McEwain Brewer BBA ’01, celebrated the 20th anniversary of JTaylor.
 Everything from our top-rated app to our award-winning service is aimed at giving you exactly what you need, right when you need it.

Visit us at frostbank.com or call at (800) 51-FROST.
Earn a Certificate in Supply Chain (9 credit hours) or a Master of Science in Supply Chain Management (30 credit hours) in evening classes at TCU. Learn the latest skills and tools for success in a top-ranked supply chain program with courses taught by world-renowned faculty. More info at: neeley.tcu.edu/MSinSCM.

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