

APRIL 2007 In the News



April 2, 2007

Boost your business-degree savvy

"Anything coming out of business right now is still the way to go," said **Dr. William Moncrief, senior associate dean and professor of international business at Texas Christian University's Neeley School of Business**. Neeley is one of *BusinessWeek's* top 50 undergraduate business programs in the nation.

While the traditional big-player majors of finance and marketing continue to be hot, Moncrief said a nationwide shortage of accountants has led to an upswing in that major's popularity. And one military specialty is taking the business world by storm.

"Supply chain is probably the hottest area of business right now," Moncrief said, as companies work to manage the physical flow of materials and products throughout the supply chain to save the most money. "There is probably no better supply-chain player than the military," he said.

Consider a study by Military MBA (www.militarymba.net), [which] found that people who have MBAs combined with prior military experience tend to earn more — nearly one-third more — than their civilian MBA counterparts.

Former Army Capt. **Marc Ortiz** can attest to the apparent popularity of hiring former military people with MBAs. The West Point graduate and Operation Iraqi Freedom veteran won't graduate from TCU's Neeley School of Business until May, but he's already received job offers from Booz Allen Hamilton as well as global investment banking and securities firm Goldman Sachs.

Leadership skills learned in the military are what civilian employers value, Ortiz said. "A lot of people can crunch numbers and have those skills, but [employers] really want someone who can do that and has leadership skills," he said.



April 3, 2007

Texas university launches class, consulting firm: MBA student's proposal to use 'NCAA Football' to brand national award will be seen in next game - by Sandra Baker - Fort Worth Star-Telegram

(FORT WORTH, Texas) - MCT - Nearly two dozen MBA students are enrolled in a new "experiential learning" course at **Texas Christian University's Neeley School of Business** that has them spending more time outside the classroom than in.

This semester, the school launched Neeley & Associates Consultants. It's really a class, but the course work includes service in a consulting project for an outside company or nonprofit group. There are some classroom sessions, but those mostly address topics to help the students with their work.

"You need to get them out of the classroom," said Bill Cron, an associate dean at the business school. "They need to gain experience and gain insight to dealing with complex, messy problems. This is a great opportunity for companies to identify talent."



April 10, 2007

Statistics easily corrupted: fund students not programs - By Anahita Kalianivala

Americans love statistics - or at least numbers that give the appearance of statistics because, when interpreted and compiled into a concise form, it's much easier to digest the information.

Our favorite statistics are probably rankings. We rank everything from hotels to restaurants to sports teams to television shows to colleges.

Some of these rankings are appropriate, and, no matter what, they help give us some perspective on the worth of a particular establishment. But the difficulty comes with how these rankings are organized. If these ratings are generated by unreliable information, it flaws the whole system. This is especially detrimental to college students who want to attend competitive universities and so rely on ranking systems such as the U.S. News & World Report's annual ranking. How exactly do they develop these ranks?...

...Yes, it is exciting to go to a school with high rankings - and we all appreciate the M. J. Neeley School of Business's much advertised No. 11 rank by the Wall Street Journal. But it's more important to devote time and energy to students than to fill out sometimes inconclusive surveys and boost money into the wrong places for the sake of a ranking.



April 12, 2007

Build-A-Bear founder slated to speak at TCU

I've heard of beer for breakfast but, c'mon... BEAR? - By John P. Meyer

Maxine Clark, founder and CEO of Build-A-Bear Workshop, will speak at TCU at 7:30 a.m. in the Dee J. Kelly Alumni & Visitors Center, 2820 Stadium Drive, on Thursday, April 19. The talk, presented as part of the Neeley School of Business' **Tandy Executive Speaker Series**, will cover Ms. Clark's impressive (if you're into that sort of thing) 30+ years of merchandising, marketing and product development work with outfits such as May Department Stores and Payless ShoeSource Inc.



April 18, 2007

Bear-y interesting: Mr. B and the B Brood were in a nameless shoe store one day talking about how cool it would be to build your own stuffed animals. Peeking through from the other side was a nosy woman. Her name was Maxine Clark. A few years later, popping up in malls everywhere, is this thing called Build-A-Bear Workshop Inc. Guess who the founder, Chairman and Chief Executive Bear is? Right-o, Maxine Clark. Anyone know a patent attorney? The CEB is speaking during the **TCU Tandy Executive Speaker Series** breakfast next Thursday April 19 and B will B there to claim his part of the profits. Want to join in the bear-y good time?



April 19, 2007

Getting Down to Business - By Asher Fogle

The Smith Hall conference room was filled with students' cued applause as the radio program "Everything Fort Worth" began at 11:30 a.m. Wednesday. For the following hour, host Shivaun Palmer questioned panelists **David Minor, Curt Moore, Justin "Red" Sanders and Adam Blake** about the **Neeley Entrepreneurship Center**, its impact on the community and their personal experiences in business.

Minor, the William N. Dickey Entrepreneur in Residence and director of the program, helped found the entrepreneurship program at TCU in 2000 after working for 20 years as president and CEO of a landscape service company. He recalled his childhood lawn-mowing business and elaborated on the awards and other successes of the business school.



April 20, 2007

Build-A-Bear founder discusses business appeal at Neeley breakfast - By Lisa Falcone

There might not be anyone having as much fun as Maxine Clark. Clark, the founder of Build-A-Bear Workshop, spoke at a breakfast Thursday morning for the **Neeley Tandy Executive Speaker Series.** "The more you love what you do and do what you love, the more successful you will be," Clark said. And her story confirms it.

She said Build-A-Bear Workshop is a "theme park within a mall," a store where children ages 3 to 93 create their own custom bears and other plush animals. Customers choose unstuffed animals and with the help of the Master Bear Builder, white fluff is blown into the toys to fill them to their desire. Each child is given a heart, and told to "Rub it, kiss it, and make a wish" before it is inserted and the last seam is stitched.



"No two animals are ever alike, no two wishes are ever the same. That's the same way we look at our guests, each one is unique, each one is special and each one is valued," Clark said. "At Build-A-Bear, our guests are the heart of our business. They inspire us, they challenge us, and they make us smile."

This was Clark's first visit to TCU, and she said she was impressed with what she saw. "Most of the people are so incredibly welcoming, and I'm so impressed with **the entrepreneurial program**," Clark said. "I was 48 years old when I started my business, and some of these kids were 12 when they started their business, and I am just wowed by that. I'm so glad its being nurtured in a place like TCU."



April 25, 2007

Global greatness: Mayor Mike and Mr. B worked diligently to select the finalists for the 2007 Mayor's Global Business Awards luncheon May 31. That meant traveling to Bali, Bora Bora, Italy, Paris and Handley Ederville. Research is difficult work and takes time, like fine wine. The awards celebrate the accomplishments of Tarrant County companies succeeding in the global marketplace. Chamber member finalists are Bell Helicopter Textron, Inc., CFJ Manufacturing, InterConnect Wiring, Lockheed Martin, SPM Flow Control and **The Neeley School of Business at TCU.** Congrats to all

Fort Worth Business Press

April 23, 2007

Business finalists chosen for annual mayor's award - *By Betty Dillard*

Nine finalists have been named for the Fort Worth International Center's annual Mayor's Global Business Awards. The top three winners will be recognized at a luncheon May 31 at the Renaissance Worthington Hotel in downtown Fort Worth. The finalists include A.E. Petsche Co., Bell Helicopter Textron Inc., CFJ Manufacturing, Citronix, Howell Instruments Inc., InterConnect Wiring LLP, Lockheed Martin Co., the **Neeley School of Business at TCU** and SPM Flow Control Inc.

Dallas Business Journal

April 25, 2007

BNSF gives money to TCU

Burlington Northern Santa Fe Corp. is giving Texas Christian University a multimillion-dollar gift. The university said it was the largest gift the Fort Worth private university has ever received from a corporation. It will benefit a leadership program for business students and the university's career services center.

The **BNSF Next Generation Leadership Program** selects business undergraduates to participate in a two-year leadership development program that includes academics, a speakers series, team training, forums and workshops focused on leadership practices.

Star-Telegram

April 26, 2007

Donation by BNSF Railway is quite a haul for TCU students – *by Matt Frazier*

A locally based train leader is giving millions to train leaders at TCU.

BNSF Railway and Texas Christian University aren't saying exactly how much, but the five-year deal is on track to becoming the Horned Frogs' largest corporate donation ever, TCU spokeswoman Shawn Kornegay said.

"The focus is on the value of the gift and how it will positively impact TCU, and not the number," she said. It will help fund the **BNSF Next Generation Leadership Program** for business undergraduates. The program includes a speaker series, team training, forums, leadership workshops and visits to local executives.

The Dallas Morning News

April 29, 2007

Area educators see value in executive MBAs - *By Katherine Goodloe*

Is an executive MBA worth the time and expense for someone age 50 or over? Directors of four Dallas-area programs weigh in.

TEXAS CHRISTIAN UNIVERSITY

Robert Gatewood, director of the executive MBA program at the Neeley School of Business

Cost: \$71,000 for the 16-month program

Worth it? Yes. The students he sees usually who are 50 or older want one of four things: the same business education as the lower-level employees who report to them, a degree that can help them change careers, additional education that can give them a competitive edge for a promotion, or a skill set that can

help them build a new business from scratch. The program is good for all of them, Mr. Gatewood says. A survey two years ago showed that most alumni had gotten a raise, a promotion, a new job or a new career path since completing the program.

Although the over-50 students weren't surveyed separately, "from those we've talked to, it went exceedingly well," he says.



April 30, 2007

Federal Reserve Bank's Fisher at TCU - *By Robert Francis*

Richard W. Fisher, president and CEO of the Federal Reserve Bank of Dallas, will be the luncheon speaker at the first annual Economic Outlook Conference, **presented by the Center for Business and Economic Forecasting at TCU's Neeley School of Business**. The conference, titled "Globalization and the Shape of Things to Come: The Outlook for the Local, National and Global Economy," is set for May 16 at the Dee J. Kelly and Alumni & Visitors Center on the TCU campus.

Fisher will share observations on the latest trends in the global economy and discuss the role of the Federal Reserve in meeting the challenges globalization poses for monetary policy and banking. Also speaking at the conference will be **Dr. Ira Silver, director of the Center for Business & Economic Forecasting** and associate professor of professional practice in managerial economics, who will present the U.S. economic outlook. **Dr. Van Jones**, assistant director and lecturer of decision sciences, will cover the economic outlook for the Dallas-Fort Worth area.