

# Making Headlines

News stories featuring the Neeley School of Business at TCU



May 3, 2010

**Continental-United merger could mean higher fares at D/FW** - *By Gary Reaves*  
Continental and United Airlines are not currently huge players in the Dallas-Fort Worth market, but when they merge, they are likely to reduce the number of total flights — and that will push prices up here and everywhere.

“You’re not going to see the tremendous fare cuts and fare wars of years ago,” said business professor Dan Short, who watches the airline industry from his perch at TCU. He notes that Continental has lost a billion dollars in the last three years and United has lost \$5 billion. By merging, they can survive, and that’s better for consumers than if they don’t.

“Do you want a merchant to offer a low price and then go out of business so you can’t get the product any longer?” Short asked.

For Fort Worth’s hometown airline, American, the Continental-United combo will be a tough competitor, likely to steal high-paying business fliers with its wider choice of flights. That could push American to grow to keep up, Short said. “There may be yet another merger on the horizon. American could be looking for a partner at some point.” For now, American is not commenting on the merger, or on its plans for the future.



## Fort Worth BusinessPress

May 3, 2010

**Small business lending increase a sign of recovery** - *By Leslie Wimmer*

One sign of a recovery: Small business lending across the Dallas-Fort Worth region through fiscal 2010 is expected to break records.

**Brad Hancock, director of the Neeley Entrepreneurship Center in Texas Christian University’s Neeley School of Business,** agreed, adding that small business lending is a leading indicator of the economy getting back on track. “We typically see small businesses start expanding, borrowing, hiring and growing prior to large Fortune 100 or Fortune 500 companies, so I think the numbers are a leading indicator and a great sign,” Hancock said.

Job growth and employment expectations also can be tied to an increase in small business lending, because about 98 percent of all employment in the United States is within companies that have less than 500 employees, Hancock said. “Five hundred sounds like a lot, but it’s certainly not a General Motors or another large Fortune 100, so truly if small companies are rebounding and starting to spend money and borrow money and grow, what that means to me is that the next thing will be adding employment,” Hancock said.

From a banking perspective, an increase in small business lending can be seen as a sign that banks are loosening up on the tight lending practices many institutions took on over the last two years.

Increased lending “is great news,” Hancock said. “We’ve read about how banks have tightened up lending practices and if they’re starting to loan again, and making loans to people who are deserving and who have collateral on their balance sheets and incomes to justify it, then that’s good news.”

## Neeley in the News - continued

### Fort★Worth BusinessPress

May 3, 2010

**Honored - Dr. Bill Moncrief** was awarded the 2010 University Honors Professor of the Year for his outstanding teaching in honors classes and for his leadership in helping develop the Neeley Fellows honors program for the **Neeley School of Business at TCU**.

### Star-Telegram

May 16, 2010

**Dallas-Fort Worth college students overcome tough job market by working and networking** - *By Scott Nishimura*

Want to feel stupid? Have a short conversation with some smart college students who, despite the slowly recovering job market, have worked, strategized and networked their way into good jobs before their mortarboards were even on order.

**Addi Hall**

**Degree:** Just graduated from TCU, bachelor of business in marketing, Spanish minor.

**New gig:** Full-time marketing and business development coordinator, Gus Bates Co., Fort Worth, starting Monday.

**Work life while in school:** Sales at Victoria's Secret; marketing intern, Gus Bates Co. since February 2008; summer intern, 2009, at a Fort Worth ad agency while continuing to work at Gus Bates.

**TCU résumé:** Member of Neeley Fellows, a program that links business undergrads to area companies with visits, mock interviews, and consulting projects.

It's not hard to spot Addi Hall in a crowd. During one of her first mock interviews at TCU, her effusive energy reminded her reviewer of a symphony conductor. "I learned to slow down," she says. Hall, 22, seemingly hasn't slowed much. While friends might have taken summers off to relax, she worked, taking an internship at Gus Bates, a benefits consultancy, her sophomore year and keeping it until she graduated and won a full-time job.

"I kept looking for opportunities where I could leave my mark," she says. Hall worked her freshman year at a Victoria's Secret, "just to have a job. Starting from my sophomore year, everything's been pretty strategically focused," she said.

Besides getting the experience, "I've really tried to pay as many of my own bills as possible," says Hall, whose mom is an English teacher in her Tennessee hometown. For summer last year, she worked 20 to 25 hours a week as an intern at a Fort Worth ad agency while putting in the same workload at Gus Bates. Last fall, she became president of the American Marketing Association chapter at TCU.

Hall joined the Frog throngs at the Fiesta Bowl in January and put her job search into full gear after the holiday break, trolling TCU's Frog Jobs board and talking to professors and mentors. A friend put her into contact with an Arlington IT firm. Instead of leaving town during spring break, she sat down with her bosses at Gus Bates and carved out a job description. With offers from both companies in hand, she accepted Gus Bates'.

Having graduated May 8, Hall spent last week "trying to be on vacation." She moved into a new apartment on Fort Worth's south side. "Today's thank-you-writing day," she said Wednesday.

**Nathan Dean**

**Degree:** Just graduated from TCU with an MBA.

**New gig:** Business analyst, mortgage division, Capital One Financial, Plano.

**Side gig:** Statistician for a firm that collects and distributes statistics from Major League Baseball games.

**Early obstacle cleared:** Four years in sales and as an analyst for Ameritrade, and a good score on the Graduate Management Admission Test, got him into TCU's accelerated MBA program despite a 2.36 undergraduate GPA as a finance major at the University of Texas at Arlington.

Dean got his new job the way it's not supposed to happen. Frustrated after not landing an interview for a job at a major investment firm he had heavily researched, he fired off "eight or nine" résumés in an hour this spring. The next day, he got a call from one of the companies, his soon-to-be-employer, Capital One.

Dean, who got his MBA in one year, didn't set out to land a job by luck.

## Neeley in the News - continued

Once in the TCU program, he sought out a professor doing research on foreign investment in former Eastern Bloc nations, earning a job as a research assistant. Interested in the workings of the Federal Reserve Bank, he asked Frost Bank CEO Dick Evans a question during a TCU event and struck up a conversation afterward; Evans connected him to officials at the Federal Reserve Bank of Dallas. Dean used family connections to score a visit with executives at Dallas/Fort Worth Airport, as well as an all-day visit with a former telecom chief who's now a partner in a Little Rock investment firm.

"Dad keeps up with everybody," Dean says of his father, who's worked in fields ranging from sales to nonprofits. Dean, 28, said he's always been comfortable talking to adults, "even when I was a kid." Once it was clear he would be offered a job at Capital One, Dean asked his contact, "when I'm ready to negotiate, who should I speak with?"

"They just rolled right with the question," he said. "I did a ton of research to understand the market rate in Dallas, and where Capital One would fit." And he found the old headhunter who had brought him to Ameritrade. "She was able to give me a wealth of perspective."



May 28, 2010

### Teen Owns Business With 17 Employees

A young man from Stafford is making a name for himself as an entrepreneur. Jennifer Reyna reports. Jarrin Lawton of Houston won the 2010 TCU Texas Youth Entrepreneur of the Year Award scholarship and plans to attend TCU and the Neeley Entrepreneurship Program his sophomore year.



## Fort Worth BusinessPress

May 31, 2010

### Bankers see more costs, regulation in finance bill - By Leslie Wimmer

Texas bankers are bracing for new regulatory oversight and changes to come from the financial reform bill passed in the U.S. Senate on May 20.

**Texas Christian University Finance Professor Stan Block** said some aspects of the bill are positive, such as addressing bailouts of "too big to fail" firms, regulation of derivatives and hedge funds, and addressing credit card and mortgage lending issues. But, he said, the broad scope of the bill makes the financial services industry as regulated as the health care industry.

"My concern, even though the bill has some good provisions, is that the government is becoming all-encompassing and controlling key sectors of the economy," he said. "The question is, in a free market economy do we want this much government intervention? It would be my position that financial reform could be done on an effective but much less comprehensive basis to accomplish its goals." Also concerning about the bill is that it addresses the crisis beginning in 2007, but every crisis is new, Block said, adding that whether or not this legislation will address future economic troubles remains to be seen.