

Neeley in the News August 2007



Entrepreneur



August 2007

The Time Is Now : Yes, you can build a million-dollar business while you're still in college - By Nichole L. Torres

Adam Blake, 22, started his company, Blake Venture Corp., in 2004 with funding he secured through a fraternity brother. **A student at Texas Christian University in Fort Worth, Texas**, Blake saw the high demand for rental units in his area and started a property management business, which he has since turned into a real estate investment company. Employing every on-campus resource he could find, Blake even used faculty connections to bring him into contact with local real estate developers who gave him advice.

Star-Telegram

August 6, 2007

Sales success is all in the timing - by J. G. Domke

"All companies are trying to streamline, to reduce costs," says **Nancy Nix, director of the Supply and Value Chain Center at Texas Christian University's Neeley School of Business**.

Buying in bulk ties up money. That's why many businesses in recent years, beginning with manufacturers, have adopted just-in-time inventory practices -- receiving new parts or products only when they are ready to use or sell them. Just-in-time delivery eliminates inventory but requires a system that can accurately predict orders and that depends on speedy deliveries.

Ford Motor Co. made effective use of just-in-time production in the 1920s, and Toyota mastered the process in the 1950s. Today, **Nix says**, just-in-time can even apply to personal shopping.

Star-Telegram

August 10, 2007

Fan who caught Bonds' baseball in a taxing situation - by Richard Stubbe

The record-breaking baseball that Barry Bonds hit in San Francisco on Tuesday night is not just a piece of history. It's also an investment and a head-splitting taxable event, whether Matt Murphy likes it or not.

...The situation “would make a great exam question,” said **Elizabeth Plummer, an associate professor of accounting at TCU’s Neeley School of Business.**

“If I were the IRS and I weren’t worried about public opinion, I would say it’s immediately taxable at 35 percent, and New York and California will probably have their bite of it as well,” **Plummer said.** Murphy is a resident of New York who caught the ball in California, so those localities will consider the ball taxable income.

“It’s just like finding a treasure,” **Plummer said.** “It’s immediately taxable based on its fair market value,” although an argument could be made that the ball is not taxable until it is sold.

Murphy said he plans to share the windfall with a friend. That, **Plummer said,** would trigger a gift tax.



August 13, 2007

In a ‘perfect storm,’ Neeley School adds six professors - by Elizabeth Bassett
Six full-time faculty members will join the staff at **TCU’s Neeley School of Business** this fall, and the influx of new talent is due to a “perfect storm” situation, said **Daniel Short, dean of the school.** ...

Elizabeth Plummer Ph.D. ... comes from the University of North Texas and will become an associate professor of accounting.

Siri Terjesen Ph.D. ... will join the faculty as an assistant professor of management.

Chris White Ph.D. will be coming from Michigan State University back to Texas [to be] an assistant professor of marketing.

Also joining the faculty is **Michael Cole Ph.D.**, who was at the University of St. Gallen in Switzerland and who will be an assistant professor of management; **Mark Houston Ph.D.**, from the University of Missouri-Columbia, who will become an associate professor of marketing and the Eunice and James L. West Chair of American Enterprise; and **Nada Sanders Ph.D.**, who was at Wright State University and will be a professor of supply chain management and the Eunice and James L. West Chair of Supply Chain Management.

Another professor will join the school in the winter, **Robert Leone Ph.D.**, of Ohio State University.

August 13, 2007

TCU offers executive coaching - *by Robert Francis*

TCU will be one of three universities across the country offering classes on the Sherpa Coaching process taught by the two authors of "The Sherpa Guide: Process-Driven Executive Coaching."

The authors, Brenda Corbett and Judith Coleman, will teach the two-week course during two separate weeks: Oct. 29 - Nov. 2, and Jan. 14 -17, 2008.

"We're very fortunate to have them," **said Deb Baker, director of executive development for the Tandy Center for Executive Leadership** at TCU. "This program teaches participants to be effective executive coaches. By mastering the Sherpa Coaching process, you learn skills and techniques necessary to enable others to achieve professional success."

Participants receive an executive coaching certification upon successful completion of the program. As part of the program, on Oct. 20, one of the world's top executive coaches, Marshall Goldsmith, author of "What Got You Here Won't Get You There," will speak to the class. The fee for the class is \$7,500, but there are discounts for organizations that send several students, **according to Baker.**

August 17, 2007

Pros view downturn as 'overreaction' - *by Jim Fuquay*

While Wall Street's in a tizzy, the view from Main Street is much more sanguine, at least judging by the outlooks of several investment pros in Fort Worth.

Stan Block, a professor of finance at Texas Christian University and an active investor, voiced a common view.

"The fundamentals of the economy and the liquidity crisis probably don't justify that much of a correction," he said, referring to the market's 10 percent decline from its July 19 peak. It's the largest dip since 2000, when markets swooned after the tech bubble burst, he noted.

"Since 2000, we've had five corrections of 5 percent or more. The market's recovered each time," he said. "I don't think the great majority of the economy will be affected."

Block said that as problems in the investment markets go, it's better to have a liquidity crisis, however worrisome, than an economy slipping into recession.

"The liquidity issue can be dealt with" by the Federal Reserve plowing money into the banking system, an action already undertaken by central banks around the world to the

tune of billions of dollars. In contrast, he said, “a recession, in theory, is more difficult to deal with than a liquidity crisis. The Fed can provide liquidity. It can’t provide confidence.”

Block said that part of the market’s overreaction to credit woes stems from “the globalization of the markets. Asia and Europe and North America have gotten closer together. It exacerbates the problem.”



Dallas Business Journal

August 17, 2007

D-FW business schools make Forbes ranking

Two Dallas-Fort Worth business schools were among Forbes magazine’s best business schools of 2007.

SMU’s Cox School of Business ranked No. 42 on the list and TCU’s Neeley School of Business was No. 52 on the list.

The ranking is based on surveys regarding students’ return on investment.

The top ranked business school on Forbes’ list, which ranked 56 schools, was Dartmouth’s Tuck School of Business, followed by Stanford and Harvard.



August 17, 2007

Keeping up with demand: Amid economic growth, labor still key component - by

Robert Francis

“As the economy continues to expand – and as the population also expands – you always wonder if the labor force is keeping up,” said **Charles R. (Bob) Greer, professor of management at TCU’s Neeley School of Business**. “At present, I think you can say we are and that’s very important to our continued strength.”

Greer said that while the growth in jobs and hiring is impressive, it should also be noted that the area’s training and educational facilities are keeping up with that demand.

“If the people weren’t here to do the jobs, the jobs would be less likely to come,” he said. “That’s a key factor when companies decide to move here or to expand their existing facilities here.”

Greer said the area has a strong community college system and that the local universities have also stepped up to the plate.

“That was not the case when I first came here 20 years ago,” **said Greer**.

“At that time, very few of the local universities were nationally ranked and I don’t believe were quite as plugged into the local economy as they are now,” he said.

Greer said he began to see a change when Intel Corp. was preparing to build a plant in north Fort Worth in the late 1990s. “When Intel came, we had an Intel executive here whose job it was to get things up and going and he worked with the Tarrant County College to get a vocational program in place and he also worked with us,” he said. “I think since then, we’ve been more aware of our place in the local economy. We now have a very strong relationship with companies such as Bell Helicopter, Burlington Northern and TTI, for example.”



August 21, 2007

Neeley School recognized by magazine - *By Allie Brown*

M.J. Neeley School of Business representatives were in high spirits Monday as they joined the elite 25 in Fortune’s ranking of America’s best colleges for entrepreneurs.

The ranking was released with a brief description of why the school was chosen, also naming the **Neeley School** among the top five undergraduate schools for entrepreneurs in Texas. In the explanation, Fortune reported that TCU has the largest chapter of the Collegiate Entrepreneurs’ Organization with more than 350 student members.

David Minor, director of the Neeley Entrepreneurship Center, said the size of the program is quite impressive; but more impressive is the quality of the students when it comes to the curriculum and extracurricular activities.

“For a school of 7,000 undergrad, we have the most active number of students involved,” **Minor said**.

William Cron, associate dean for the graduate programs, said the ranking is exciting because it is recognition after years in the making. “We’re very pleased, we do believe it’s well-deserved,” **Cron said**.

Bill Moncrief, senior associate dean and professor of international business, agreed that the ranking is quite incredible. “I’m not surprised, I think our entrepreneur program has done great work since it’s been in existence,” **Moncrief said**. “The major is growing and the CEO club has won many awards and continues to do well.”



August 21, 2007

TCU’s degree of high return

The **Neeley School of Business at Texas Christian University** continues to garner national recognition, this time from a new ranking in Forbes magazine that is likely to grab the attention of college students with a mind for the bottom line.

The national business magazine ranks business schools based on tuition costs versus the salary a graduate can expect to earn in his or her first years on the job after graduation. The **Neeley School** came in at No. 52 out of 56 schools ranked. SMU was ranked No. 42.

Fort Worth Business Press

August 27, 2007

Business school makes list - By Betty Dillard

The **Neeley School of Business at TCU** has been named one of the Best Business Schools by Forbes magazine in the publication's fifth biennial ranking of business schools. The **Neeley School** was No. 52 on the list, while SMU's Cox School of Business was ranked No. 42.

The ranking, which appears on Forbes.com, is based on surveys regarding students' return on investment.

"We have always maintained that Neeley graduates get a high return on investment," said **Daniel G. Short, dean of the Neeley School**, in a written statement. "This ranking by Forbes emphasizes that benefit."

Forbes sent surveys to 18,500 alumni of 102 MBA programs worldwide, asking for their pre-MBA salaries and compensation figures for three of the five years after getting their degrees. The magazine compared post-MBA compensation with their opportunity cost (tuition and forgone salary while in school) and what they would have made had they stayed in their former jobs.

The Dallas Morning News

August 27, 2007

TCU center ranked in magazine

The **Neeley Entrepreneurship Center**, housed in the **Neeley School of Business at Texas Christian University**, has been ranked in the 25 top programs for undergrads in Fortune Small Business magazine's September listing of America's Best Colleges for Entrepreneurs. (8/27/07)

Star-Telegram

August 31, 2007

Fans get say in O'Brien vote - By Wendell Barnhouse

With the Davey O'Brien National Quarterback Award headed toward its 30th birthday, the Davey O'Brien Foundation wanted to find out how the award was perceived by the public and the media.

The answer was the media knew about the award. The public? Not so much.

To connect with college football fans, the O'Brien Award announced Wednesday it will incorporate fan voting into the annual selection of the nation's top quarterback.

A year ago, the O'Brien Foundation utilized **TCU's Neeley School of Business** to

conduct a study of the award's national profile. Three MBA students put together two reports: one had the results of their research, the second had recommendations. One suggestion led to the O'Brien Award being included in this year's EA Sports NCAA Football '07. Also, www.daveyobrien.com has been streamlined and updated. The Web site will be the portal for the fan voting, which commences Sunday.

Dallas Business Journal

August 31, 2007

Wanted: land pros - *By Holli L. Estridge*

Eyeing sharp demand for land professionals in the Barnett Shale natural gas play, Texas Christian University has added a petroleum land practices certificate.

The **TCU Energy Institute and Neeley School of Business** have teamed with the American Association of Professional Landmen and companies like Sinclair Oil and Four-Sevens Oil Co. Ltd. to create the program. It will cover fundamentals of the energy industry such as property and contract law, oil and gas leases, land titles and energy regulations.

“We’re primarily targeting people interested in going into the petroleum land profession or people already in the profession who feel like they need additional training and skills,” said **Christine Riordan, associate dean for external relations in the university’s Neeley School of Business.**

The program won’t provide college credits but the AAPL will award participants 25 continuing-education credits, and TCU will issue a certificate