

Neeley in the News

DECEMBER 2005

## The Dallas Morning News

**BOARDS WATCHING PERSONAL ETHICS, TOO: Carbo exec's resignation shows directors getting stricter about misdeeds - *By Brendan M. Case***

Shannon Shipp, marketing professor, was featured for his expertise in business ethics on the question: Are CEOs facing more scrutiny for their personal behavior these days?

“The number of people who have an affair with someone at work is not an insignificant number. Are we going to fire all the people who have affairs at work?” It depends on the circumstances of each case, he said, particularly if a boss abuses his or her power.

12/3/05



**TCU'S BUSINESS SCHOOL RANKS #1 IN TEXAS – *By Sarah McClellan***

Dean Daniel Short commented in the Wall Street Journal's rankings. He said the school focuses on the individual student, creativity and innovation in the programs. “If we do that, the rankings take care of themselves. Some school hire full time people to manage the rankings, but we don't do it like that.” The Neeley School was ranked in The Wall Street Journal Guide to Top Business Schools as 18th among regional programs in the nation in September. 12/5/05

## Star-Telegram FORT WORTH

**TCU STUDENT GETS JUMP ON CAREER - *By Daniel Bartel***

Business student and entrepreneur Adam Blake was featured for managing a \$3 million investment portfolio through his real estate companies, B&B Acquisitions and Blake Venture Corp., which rents homes to college students. Blake won first place and received \$10,000 at the 2005 Global Student Entrepreneur Awards in Orlando, Fla.

David Minor, director of the Neeley Entrepreneurship Program, said limitless energy and creative drive are indicative of many TCU entrepreneur students. When entrepreneurs get together, it's not uncommon for them to create synergy. Entrepreneurs tend to be original thinkers whose ideas and personalities blossom when surrounded by others of their calling, Minor said. 12/12/05



**BLAZING A TRAIL: TEENAGE ENTREPRENEUR MAKES STRIDES IN FOOD-RETAIL BUSINESS – *By Sarah McClellan-Brandt***

Business student and entrepreneur Justin Anderson was featured for creating a new granola and starting his own business. Anderson won the Texas Youth Entrepreneur of the Year Award scholarship contest.

David Minor, director of the Neeley Entrepreneurship Program, commented: “It makes our jobs that much more meaningful to be able to teach students that are already living what we’re talking about and can put a frame of reference to the things we talk about [in class].” Minor also said having students like Anderson helps the program with exposure nationwide, and helps the other students in the program to see an example of what they’re working towards. 12/12/05



**LEADERS & SUCCESS - IBD'S 10 SECRETS TO SUCCESS: DECIDE UPON YOUR GOALS: Boost Staff Involvement - By Adelia Cellini Linecker**

Christine Riordan, associate dean for external relations and holder of the Luther Henderson University Chair in Leadership, commented on her research that morale alone as a goal isn't a proven profit booster. Real employee involvement is the key, and companies that effectively involve their employees in all aspects of their organizations use four main steps: decision-making, information sharing, provide adequate training, and offer rewards. “When workers stay in their jobs longer, the company reaps the benefits in terms of less time devoted to training new staffers and more people knowing how to do their jobs effectively,” Riordan said. 12/20/05

## The Dallas Morning News

**NETWORKING SHOULDN'T EVER TAKE A HOLIDAY: Young workers should use time to reconnect, make new contacts - By Ieva M. Augstums**

MBA student Brian Mahavier commented on the importance of networking. It was through his classes that Mahavier ended up getting his dream job – he's an analyst in the company's corporate development department.

Shirley Raspberry, director of Graduate Career Services, discussed the new career consulting and coaching program for second-year MBA students, The MBA Edge, an eight-week program that combines workshops, team meetings and one-on-one sessions with Stanton Chase consultants and career specialists. “The goal is to achieve the strongest placement results and highest levels of student and employer satisfaction.” 12/20/05



**NEELEY SCHOOL OF BUSINESS AT TCU RANKED NO. 18**

Dean Daniel Short commented on the *Wall Street Journal* ranking as No. 18 among regional programs in the nation and the highest ranked Texas program in the regional rankings, and the Neeley School being named one of the nation’s most outstanding business schools by *The Princeton Review*.

According to Dean Short, the question – What is the best b-school for me? - separates the Neeley School from other programs. “We believe that the Neeley School is the premier business program in Texas because our focus is on the development of the unique potential of each individual. We are particularly proud that *The Princeton Review* recognized the special nature of a TCU education.” 12/05

## **FROG CLUB**

### **FOR THE LOVE OF THE GAME: Schollmaiers Make Naming Gift for Basketball Complex**

International Board of Visitors member Ed Schollmaier and his wife Rae were featured for their \$1.5 million naming gift for the 22,000-square-foot Ed and Rae Schollmaier Basketball Complex, now under construction. Schollmaier also was instrumental in TCU’s investment in campus facilities, including the Smith Entrepreneurs Hall. He has been honored with the Neeley School’s Ike Harrison Award and teaches an MBA course in Strategic Competitiveness. Winter 2005-2006