

# Star-Telegram

December 16, 2007

**Use ethics as a foundation in life, TCU graduates told** - by Diane Smith

On Saturday afternoon, TCU alumnus Gordon England told more than 800 graduates the code he lives by: "Never, ever embarrass your mom."

**England, the deputy secretary of defense, earned a master's degree in business administration from TCU's Neeley School of Business in 1975.**

He was back on campus Saturday to deliver the commencement address for the August and December classes of 2007.

The students represented 33 states and 27 countries, including Nepal, Singapore and Australia. The school's first student from Tibet was among the graduates.

England said that when he was growing up, his mother had one rule.

"We could do anything we wanted, but we could never embarrass her," England said. "Now that is a very high standard."

But it was a standard, England said, that has kept him ethically grounded.

"Ethics are the foundation of everything you are going to do in life," England said.

## South China Morning Post

December 16, 2007

**A better rat trap feeds poor community's hope**

by Anuj Chopra

Irulas, a Tamil name meaning "people of darkness" - because of their dark complexion - earn their livelihood from farmers who pay them to get rid of these vermin that can whittle away as much as a quarter of their produce.

Irulas, who sit on the bottom rung of India's Hindu caste hierarchy, are looked down upon socially. A disenfranchised community of 3 million people, they are extremely poor, and have often found themselves on the brink of starvation.

However, a few years ago, the intervention of modern technology changed their fortunes considerably. A new rat trap has made their work more productive, tripling their catch in less than half the time.

**Siri Terjesen of the Neeley School of Business at Texas Christian University in Fort Worth**, who visited the Irulas this year, was impressed. "The Irulas are a great example of how bringing technology to the rural poor can help them improve their lives one step at a time," she says.



December 26, 2007

**Is your boss the worst?**

**A consensus with peers can help you bond, cope** - By Dana Knight, "Real Life"

Does it seem like we lowly workers pick on the people in charge too much? Maybe.

But bosses are like superstars. They make the money, they get the glory and they *chose* to be in the (workplace) limelight. If the employee paparazzi complains about them or snaps photos of them doing unfavorable things, that's their problem, not ours.

So if you think your boss is a bad one, gather your co-workers around and form a consensus. A recent study in the "The Leadership Quarterly" revealed that workers are more effective when they agree about their boss (good or bad).

"Even with an ineffective leader exhibiting demotivating behavior, consensus among (workers) helps buffer the leader's negative impact," says the co-author of the study, **Michael S. Cole, with the M.J. Neeley School of Business at Texas Christian University.** "They can bond over it and laugh about it."

## The Dallas Morning News

December 24 and 31, 2007

### EDUCATION NOTES

**CEO to speak at TCU: Kip Tindell, CEO and co-founder of The Container Store will speak at the Neeley School of Business** from 7:30 to 9 a.m. Jan. 23 at the Dee J. Kelly Alumni & Visitors Center, 2820 Stadium Drive in Fort Worth. The lecture is part of the Tandy Executive Speaker Series. Cost is \$20 per person and includes breakfast. Visit [www.tess.tcu.edu](http://www.tess.tcu.edu) or call 817-257-6033.

## FORT WORTH SOUTH, INC.

Report to Members & Partners

December 2007

### TCU Neeley Fellows: Street Tree Program and Focus Group Research

**Undergraduate fellows at TCU's Neeley School of Business** have completed their first semester of working with FWSI and Samaritan House.

One group focused on creating a Near Southside street tree program, working closely with FWSI. The group's presentation outlined a process for starting the tree program this year with the generous \$25,000 contribution from the Wachovia Foundation. The second group conducted focus group interviews with residents from Berkeley, Mistletoe, Fairmount, and Near Southeast neighborhoods. Those interviews produced useful ideas, including a wish list of amenities Southside residents would like to see.

The students also conducted field surveys to identify vacant or underutilized property. Both groups will continue their work during the spring. A special thanks to **Dr. Beata Jones** from TCU for her leadership.