

# Making Headlines

News stories featuring the Neeley School of Business at TCU

## Fort Worth BusinessPress



February 1, 2010

Honored

Charles R. "Bob" Greer, chair of the Management Department at the Neeley School of Business at TCU, was awarded the 2009 Dean's Research or Creativity Award at TCU's Fall Commencement.

## AUSTIN BUSINESS JOURNAL

WHERE CENTRAL TEXAS CAPITALIZES ON BUSINESS

February 12, 2010

**Youth incorporated, Austin teens reach TCU entrepreneur contest** - *By Clay Robison*

When Cody Conrado's new shoes didn't fit him on his 10th birthday, he didn't turn them in, he turned a profit — on Ebay.

Conrado and two other Austin-area entrepreneurs will head to Forth Worth later this month to compete for funds against about 20 other teenage tycoons from around the state. Austin Hochstatter, 18, Forest James, 17, and Conrado have reached the finals of **Texas Christian University's Neeley School of Business** eighth annual **Youth Entrepreneur of the Year Awards** scholarship. Hochstatter runs a film production company with his brother, and you'll find James selling shaved ice in the heat of the West Austin summer.

**Sheryl Doll**, director of the awards program, said the most consistent traits among previous winners are passion, love and enthusiasm for what they were doing, and effective communication skills that pay off at the judges' panel. Each finalist is thrown into a shark tank of successful entrepreneurs to give a five-minute elevator pitch and field five minutes of questions. Of the 80 original applicants, five finalists will walk away from the Feb. 21-22 **TCU Entrepreneur Days** with \$1,000 each, and the grand prize winner will take home \$5,000. Austin has produced four winners in the program's seven-year history, one of those a grand prize winner, **Doll said**.

## HOUSTON CHRONICLE

February 15, 2010

**Student has eyes set at being rich** - *By Valerie Sweeten*

There is a fine line between balancing work and school. Jarrin Lawton has found it and it is making an incredible impact on his life. Lawton, a senior at St. Pius X High School at 811 West Donovan, is also owner of Jarrin's Pressure Washing Service, a business he began at the age of 13 during summer vacation. The business has grown so much that he currently has 17 full-time employees and operation contracts with several area businesses for his services.

For his efforts in business, Lawton earned a nomination as one of 25 finalists for **the 2010 Texas Youth Entrepreneur of the Year Award**. **Texas Christian University** will award one scholarship of \$5,000 and five scholarships for \$1,000 each toward a finalists' education. The winners will be announced Feb. 22.

## Neeley in the News - continued

### The Dallas Morning News

February 21, 2010

#### TCU recognizes high school students

The Neeley School of Business at Texas Christian University named five area students finalists in its TCU Texas Youth Entrepreneur of the Year Awards program. They are Sophie Galant of Greenhill School, Cody Miller and Ryan Pearlman of Parish Episcopal School and Majisty Dennis and Gabrielle McBay of DeSoto High. The winner will be announced Monday. Visit [www.nec.tcu.edu](http://www.nec.tcu.edu).



February 24, 2010

#### Stafford Student Wins Grand Prize Scholarship

The entrepreneurial spirit of Saint Pius X Catholic High School student Jarrin Lawton, a senior and a resident of Stafford, landed him a \$5,000 college scholarship as the Grand Prize winner of the 2010 TCU Texas Youth Entrepreneur of the Year Award competition.



Lawton was chosen from a field of 24 finalists to win the scholarship sponsored by BBVA Compass. The scholarship is doubled if he attends TCU. The awards were handed out Monday evening as part of the Neeley Entrepreneurship Center's TCU Young Entrepreneur Days, which brings the state's most impressive high school entrepreneurs to TCU to consult with successful entrepreneurs, learn about the Neeley School of Business and experience college life. The student finalists are interviewed by a panel of judges who select the winners.

Lawton founded Jarrin's Pressure Washing Service ([www.jarrinwashing.com](http://www.jarrinwashing.com)) in 2008 to beautify property at "the most optimal price." His first client was Saint Nicholas Catholic Church. In 2009 he expanded his services to a car dealership, high school football stadium, private homes and commercial real estate businesses with multiple properties. Jarrin funded the business mostly by himself.

Lawton's marketing strategy is to identify businesses in need of service, communicate with the potential company, meet and negotiate the terms, begin work, and ensure customer satisfaction. In the process of running the business, Lawton has developed time management and financial management skills. In just a year Lawton has grown to 13 employees and expanded from one pressure washing machine to five. Lawton plans to take his business to college, where he plans to study entrepreneurship. Afterwards he plans to own a business and be the CEO.

## Neeley in the News - continued

# Inc.

February 25, 2010

### How to Fill Out a Loan Application

***When it's time to ask for a loan to kick your idea into existence, the loan application – usually a standard form from your lender – is something you simply do not want to botch.*** - By Christine Lagorio

It takes money to make money, or so the old adage goes. Many entrepreneurs launch businesses with their personal savings, by running up their personal credit cards, or by borrowing funds from friends and family. If you want to avoid these means of raising capital, you may choose instead to go to a bank.

"If you're going to start a business, you've got to be willing to lose some money, but don't lose your entire future, your house and your children's college education by pledging too much," says **Dan Short, a professor of accounting at the Neeley School of Business at Texas Christian University.**

# Star-Telegram

February 27, 2010

### American Airlines, labor unions may be near impasse - By Andrea Ahles

After months of negotiations, it's come down – as always – to money.

American Airlines and its labor unions have been in contract talks for years, and with no tentative agreements in sight, the unions are starting to make noise about a strike.

Labor experts, however, are doubtful that any work stoppage will occur at American. President Barack Obama can always step in at the last moment to halt a strike under the Railway Labor Act, which regulates collective bargaining in the airline industry. "With 10 percent unemployment, talk of a strike is not very realistic," said **Bob Greer, professor of management at Texas Christian University's Neeley School of Business.** "I don't see that happening."

Conley said that it would be difficult to get union members to agree to a contract with no wage increases, particularly since senior management at American has received bonuses in the past few years. In 2008, union leaders expressed outrage when American's top executives, including Chief Executive Gerard Arpey, received millions in bonuses.

Whenever you've got symbolic actions like big raises for executives, it really has a long impact," **Greer** said. "Employees remember that a long time."

# Preston Hollow People

February 28, 2010

### Parish Episcopal Students Spin Music Into Gold – by Silver Hogue

For many students, a weekend party is a tiny declaration of freedom. But for Parish Episcopal students Cody Miller and Ryan Pearlman, it was a business waiting to be tapped. Three years after launching their DJ business, RC Jams, the 17-year-olds have received a TCU Texas Youth



## Neeley in the News - continued

Entrepreneur of the Year Award. Announced last weekend, the award comes with a \$1,000 scholarship. The success of their business, which has netted about \$20,000, is something the duo never expected.

# ADVOCATE

February 2010

**Launch: RC Jams** - *By Marlena Chavira-Medford*

Neighborhood resident Cody Miller says he and his longtime buddy Ryan Pearlman sort-of have a reputation for being the life of party. "We're the guys you constantly see on the dance floor," he explains. But the pair noticed that at most of these birthday shindigs or school functions, the music was outdated. "Don't get me wrong, classic rock is great, but it can get boring when you're hearing it over and over." So the then 14-year-old friends decided to launch a DJ business targeted at a niche market: their generation.

The boys, who book about 15 events per year, are now finalists for **the TCU Young Entrepreneur Award**, which could translate into some scholarship money. "I don't think either one of us ever thought it'd snowball into this," Miller says.



February 2010

**Jammin' DJs: Cody Miller and Ryan Pearlman, 17-year-old entrepreneurs, rock the simcha circuit** - *By Rachel Gross*

Cody and Ryan started RC Jams at age 14 after attending numerous bar and bat mitzvahs. The boys took out a loan from Bank of America to get their business started, paid it off within 18 months and have been turning a profit ever since.

Miller and Pearlman, both juniors at Parish Episcopal School, are finalists for the **Texas Youth Entrepreneur of the Year Awards at Texas Christian University**. The award recognizes high school students who have started their own business. Scholarships totaling up to \$20,000 may be awarded, with the top winner receiving a \$5,000 scholarship. Five other winners will receive a \$1,000 scholarship to apply to any school they choose. Winners will be announced on Feb. 22.

The boys said winning would be the icing on the cake. However, they never let pride or success get to their heads, and realize that doing what they love is the most essential thing.