

Fort Worth BusinessPress

March 2, 2009

Area analysts uncertain of Washington economic plans - by Leslie Wimmer

Kick starting credit flow, adding capital to banks and decreasing foreclosures are the main points of the latest effort to help "It's critical that the Treasury move forward on this. There was a lot of anticipation about the second half of the Treasury's plan, and the new administration failed to really flush out what the plan was and how it was going to work," said **Stan Block, a finance professor at Texas Christian University**. "I think that took a really hard hit at the time on the market, and in terms of the Dallas and Fort Worth area, banks are critical to this area and anything that would strengthen the banking system, as well as reduce foreclosures, would be very important today."

The Stability Plan does have a number of effective parts, **Block said**, in terms of putting more capital into the country's financial systems and stemming foreclosures around the country. But, in order to get those efforts moving, officials will need to work fast, **he said**.

"The Treasury will need to move forward in a more deliberate fashion and the banks need to cooperate too," **Block said**. "I think the plan is more on target in terms of helping the economy than the stimulus plan, which seems to be going in 25 different directions. But, we need to put something in place and we don't have the luxury of time."

Star-Telegram

March 2, 2009

Business School Rivalry – by Barry Shlachter

The Star-Telegram noted that the Neeley School of Business at TCU ranked 34th out of all business schools.



March 2, 2009

Richard Fisher speaking at Global Supply Chain Conference

As the featured speaker for the 8th annual **Global Supply Chain Conference**, sponsored by the **Neeley Supply and Value Chain Center**, Fisher and the conference were featured in numerous media outlets.

The [North Texas] region generated 40,170 jobs in 2008, but "that job creation has ceased, and we expect to have job destruction this year here in Texas," Richard Fisher, president of the Dallas bank, said Wednesday after speaking at a global supply chain conference at Texas Motor Speedway in Fort Worth.

Star-Telegram

March 4, 2009

Recession or not, contrarians are bargain hunting right now - By Mitchell Schnurman

These are trying times, but at some point, a rout becomes an opportunity.

John F. Davis III, who had recently retired, was drawn back into the marketplace by the bargains. He says that private companies are selling at half to a third of what they were worth a year ago, and many have strong prospects, if they can raise capital and strengthen their work force.

For companies, that may mean hiring more salesmen and landing new business. In a recession, some employers beef up their talent by design, and within two years, they show better financial performance, according to a 1998 study by **Bob Greer of TCU**. "It's not a broad strategy of hiring, it's about cherry-picking," Greer says.

Davis believes that many workers are destined to be paid 25 percent less in the next three to four years, as much of the economy ratchets down to a new level. But less guaranteed money will often be offset by a greater shot at the upside.

Davis teaches a course at TCU and usually urges graduates to take a regular 9-to-5 job, so they can learn about the business world in a mature setting.

Neeley in the News - continued



March 9, 2009

Can Cowboys Sell Swanky Suites in Tough Market? - By Scott Friedman

"At a time when there was a growing economy, I think you could sell hose," said Homer Erekson, an economist and dean of the TCU Neeley School of Business. But now those companies will have a harder time justifying the benefits of skybox entertainment over investing in their bread-and-butter business, he said. "To go beyond that is going to take a lot of justification," Erekson said.



Fort Worth BusinessPress

March 9, 2009

Honored

The TCU Texas Youth Entrepreneur of the Year Award scholarship winners were announced. They are: Steven Crandall, Austin Brinson, Chase Gaddy, Jennifer Goebel, Marlo Adelle Greta and Scott Landers.

Fort Worth BusinessPress

March 23, 2009

Despite cool economy, KingKorn continues to pop - by Leslie Wimmer

Small businesses, such as KingKorn Popcorn, are often successful in Fort Worth because the community tends to support local businesses, said **Brad Hancock, director of the Neeley Entrepreneurship Center at Texas Christian University.**

"I think small businesses have a competitive advantage here in Fort Worth, maybe even more so than a lot of bigger places I've lived in, because the local community wants to support their local companies. In a recession, small businesses can stay strong by being responsible with finances, by becoming active in their communities, and by setting a good example for employees. Before a recession hits, based on my experience, a good business practice is when times are good, don't get over extended, don't leverage yourself too much. Don't outgrow yourself to the point that you're spread thin and any hiccup in the economy will put you on the ropes. When times are good, establish a line of credit or a good banking relationship. The best time to grow money is when you don't need money."

Having eight months to 12 months of capital on hand, including living expenses, is a smart move for small businesses to make it through difficult economic times, **Hancock said.** "Be positive and set a good example for your employees — that doesn't mean be Pollyannaish. But, don't come to work with your shoulders hunched and look defeated all day long and let out big, long sighs," he said. Being both realistic with employees and optimistic will help boost morale at work, which in the end helps business, **Hancock said.**

"I truly think businesses like KingKorn, these small businesses, they are what's going to get us out of a lot of the problems that we find ourselves in," **Hancock said.** "People creating businesses, and new businesses providing employment for people versus people seeking employment for themselves, that's another reason why Fort Worth or any community should support these businesses. Those are the folks who are going to provide that economic engine that will help us out of these times."

Star-Telegram.com



March 24, 2009

Ad appeal - By Rhonda Aghamalian

Thanks to the wonders of 21st century technology, getting the word out about your company's products and services has never been easier. Consider an alternate approach, one that appeals to the heart – transformational advertising.

A team of researchers at Texas Christian University and the University of Nevada at Las Vegas recently published a study in the *Journal of Retailing*

Related Content



Star-Telegram/ Gary Coots
TCU professors Eric Yorkson, Julie Baker and Susan Kleiser recently published a study on the effects of transformational ads. Star-Telegram/ Gary Coots

Neeley in the News - continued

that indicates transformational advertising appeals can have considerable staying power, resonating with consumers long after being seen.

"This is powerful knowledge for managers when they're deciding how to spend their advertising dollars," said **Dr. Julie Baker, an associate professor of marketing at TCU** and one of the study's authors. "A transformational ad goes beyond merely providing information about a product. Transformational appeals create an alluring aura, whereas informational appeals offer solid facts regarding benefits and features."

The study, the first field investigation of the subject, examined the effects of a transformational message distributed to clients of a health-and-fitness resort. The results revealed that guests who had been exposed to the message enjoyed the hedonic, or pleasure-related benefits, more than those who hadn't been exposed to the message.

Baker and her colleagues found that transformational appeals are likely to be the most effective among consumers who haven't previously experienced the product being marketed and with products that have hedonic benefits.

Fort Worth BusinessPress

March 24, 2009

Sales, marketing competition set for TCU - *by Leslie Wimmer*

Business students from around the United States are meeting in Fort Worth March 27 and 28 to compete in a sales and marketing competition.

Neeley School of Business at Texas Christian University and Sony Electronics are hosting the annual event in Fort Worth on TCU's campus, and students will compete for cash prizes ranging from \$2,000 to \$6,000. Students will create marketing campaigns related to a potential Sony product, according to a release. Students competing in are involved in MBA programs at TCU, University of Virginia, Michigan State University, Texas A&M University, University of Pennsylvania, Purdue University, Northwestern University, University of Missouri, University of Notre Dame, Vanderbilt University, Southern Methodist University, Howard University and the University of Georgia, according to a release.

"The MBA students will predict what could/should happen to this product based on the marketing knowledge they have gained in the classroom," said Ed Riefenstahl, director of experiential learning at the Neeley School of Business at TCU, in a statement. "They will put their book knowledge to direct test and show Sony what they've got."

Winners will be announced March 28 at Joe T. Garcia's.



March 27, 2009

TCU Business Students Invest Big - *Fil Alvarado reports*

Business students at TCU are taking stock of their education and discovering a real world experience. They invest in the stock market and the payoff is a head start on their business career.

Fort Worth BusinessPress

March 30, 2009

Executive coaching changing as economy shifts - *By Judith Coleman And Brenda Corbett*

Every crisis calls for great leadership. Today, a generation of leaders is being severely tested. One bad decision, even one bad attitude in top management can cost people their jobs. That's why executive coaching is essential for leaders at every level. Executive coaches starting out earn around \$60K. Executive coaches in business five years earn twice that. Many executive coaches, whether self-employed or within a corporate organization, study with world-leading educators in order to earn recognized certification for executive coaches. (We offer several courses on university campuses, including TCU.)