



February 3, 2009

**Sophomore turns side projects into successful marketing firm** – By Lizzy Karoly  
 Jeff Livney is in the **Neeley School of Business** majoring in entrepreneurial management and marketing and is a member of the **BNSF Next Generation**

**Leadership Program**. Livney was named the **2006 TCU Texas Youth Entrepreneur of the Year** and was a semifinalist for the **Global Student Entrepreneur Award**. **Brad Hancock**, assistant director of the **Neeley Entrepreneurship Center**, said he is impressed by Livney's maturity and professionalism. "I think his accomplishments are just outstanding and incredible," Hancock said. "He is an amazing young man to do this while going to school full time."



February 6, 2009

**Neeley students pitch ideas to save Starbucks** – by Madison Foxx

Business students competed in a case study involving ways to improve coffee conglomerate Starbucks as part of the **Neeley School of Business' Leadership Week**. The teams were all given a case study titled "Trouble at Starbucks: Will the Visionary Founder Howard Schultz be Able to Transform the Company?" and asked to present their recommendations and plans of action for improving the "Starbucks Experience."



February 6, 2009

Coronado senior Lauren Souers is one of 21 Texas high school entrepreneurs selected to take part in the **TCU Young Entrepreneurs Days** Feb. 8-9 for their

success in starting and running their own business. Souers operates Touched by an Angel Youth Choir. While on the TCU campus, the 21 finalists will consult with successful entrepreneurs, learn about TCU's **Neeley Business School** and experience college life. The students will be interviewed by a panel of judges who will select six award recipients. The grand award winner receives a \$5,000 scholarship. The other five award winners receive \$1,000 scholarships each. All scholarships are doubled for those who attend TCU. Scholarships are funded by Compass Bank.



February 9, 2009

**Weatherford grad excels at TCU** - By Chelsea L. McGowan

Students from Weatherford High School often go on to excel both in their educations and their careers. Michelle Couch, a 2001 Weatherford High School graduate, is poised to do both. Couch is currently featured online as one of the top four students in the **Masters in Accounting program at Texas Christian University**.



February 9, 2009

**Teen's landscaping firm earns him entry into TCU entrepreneurship program**  
 - By Britney Tabor

An Argyle teen may receive a scholarship worth up to \$5,000 for his entrepreneurial efforts.

Devon Zielinski, an Argyle High School senior, was one of 21 finalists selected statewide to attend **Texas Christian University's Youth Entrepreneur Days**, a program that recognizes high school students who start and run their own businesses. It was Zielinski's story of facing trials, losing a business partner and still continuing on with his company that earned him a spot as one of 21 finalists out of 63 applicants, **program director Sheryl Doll said**. He also showed strong revenue, profit and an ability to hire employees, she said. "[His] story told me that he had a really good experience," Doll said. "He's done a lot for someone in high school."

## Neeley in the News - continued

### Dallas Business Journal

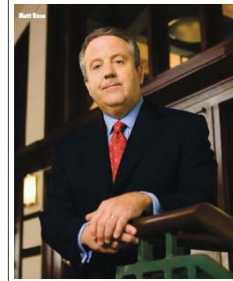
February 13, 2009

TCU Tandy Executive Speaker Series spotlights BNSF Railway CEO Matt Rose

Wednesday, 4: 8<sup>th</sup> Annual Global Supply chain conference

Thursday, March 5: Investment Strategy Conference

EDITOR'S PICK



TCU Tandy Executive Speaker Series spotlights BNSF Railway CEO Matt Rose

### Fort Worth Business Press

February 23, 2009

TCU helps Junior Achievement – by Betty Dillard

Students in **Dr. Jane Mackay's Business Information Systems Consulting course at the Neeley School of Business at Texas Christian University** helped develop a new Web site for the Junior Achievement of the Chisholm Trail, located in Fort Worth.

### Fort Worth Business Press

February 14, 2009

BNSF's Rose talks transportation, economy at TCU – by Elizabeth Bassett

Matt Rose, chairman, president and CEO of BNSF Railway, spoke about the railroad industry and the economy this morning as part of the **Tandy Executive Speaker Series for the Neeley School of Business at Texas Christian University**. Rose, who was the youngest CEO of a major railroad when he took on that position at BNSF in 2000, discussed the past, present and future of the industry with **O. Homer Erikson, John V. Roach Dean of the Neeley School of Business**, who noted that Rose was known for his "meteoric rise through the ranks" and his leadership of one of the four largest railroad companies in the United States.

### Fort Worth Business Press

February 23, 2009

Brothers promote positive change through education initiatives - *By Betty Dillard*

Launching a charity during the throes of an economic downturn perhaps seems to be an impossible undertaking. But twin brothers Joshua and Justin Hernandez have not only pulled off a successful start to their own nonprofit organization, they're about to make the dream of going to college for several local high school students a possibility. The 25-year-old brothers believe anything is possible. With support and encouragement, a student can achieve a goal of attending college. Building schools in third-world countries can happen. And a vision of giving back to the community through a charity based on education initiatives can become a reality. That's why the brothers named their Fort Worth-based nonprofit Impossible Possibilities. A financial analyst at Lockheed Martin Aeronautics in Fort Worth, **Justin is finishing his Masters of Business Administration at Texas Christian University's Neeley School of Business**.



February 27, 2009

Undergraduate business programs ranked – by Linda Crosson – Business Blog

*BusinessWeek* has released its annual rankings of U.S. undergraduate business programs.

The **Neeley School of Business at Texas Christian University** in Fort Worth ranked No. 34 overall.



February 28, 2009

Russ Capper interviewed **David Minor, Brian Happel of Compass Bank, and winners of the TCU Texas Youth Entrepreneur of the Year Award**

Russ visits with David Minor, the director of the Neeley Entrepreneurship Center at TCU; and with Brian Happel, Ft. Worth market president, corporate banking, of Compass Bank, presenting sponsor for the Texas Youth Entrepreneur of the Year Awards. In February, TCU held its Young

Entrepreneurship Days and announced the winner of its Texas Youth Entrepreneur of the Year Awards. In this segment, Minor describes the growth of his own landscape services