

February 2011 Neeley eNews
In the News

The Dallas Morning News

January 1, 2011

NFL joins Super Bowl host group, SMU, TCU to stage small-business workshops - *By Sheryl Jean*

The NFL wants small businesses in North Texas to have fond memories of the Super Bowl experience long after the hoopla is over. So it has teamed up with the North Texas Super Bowl XLV host committee, Southern Methodist University and Texas Christian University to offer two half-day business-development workshops this month. The first one is scheduled Thursday. The NFL expects 250 small-business owners at each workshop.

The NFL's outreach to small, local companies, including those that won't get a chance to do business with the Super Bowl in Arlington on Feb. 6, is part of its goal to leave a meaningful mark on the communities where the game is played. North Texas is the ninth Super Bowl host city to implement the Playbook Workshop Series.

"We recognize when we go into each Super Bowl region ... we're really impacting the community," said Tisha Ford, the NFL's manager of events business development. "The Super Bowl truly extends beyond the game. So much goes on off the field. There are so many initiatives, and business outreach is certainly one of them."

"Sometimes we get so busy taking care of the day-to-day that we don't often stop to look at the forest through the trees," **Brad Hancock, director of TCU's Neeley Entrepreneurship Center** and a former small-business owner. "We hope this is an opportunity for folks to take a half-day and learn about some real tools and techniques they can take back to help run their businesses better."

The workshop topics will highlight issues that small-business owners often struggle with, such as finding financing and how to use social media most effectively, Hancock said. Speakers at the Jan. 25 workshop include **TCU's Neeley School of Business executive faculty fellow Raymond Smilor**; Beryl Cos. chief executive Paul Spiegelman; **Stacy Landreth Grau, associate professor of marketing at the Neeley School of Business**; and **David Minor, founder emeritus of the Neeley Entrepreneurship Center**. The Jan. 25 seminar also will include two panel discussions – on finding capital and partnerships – and a Small Business Provider Expo.

Super Bowl 2011 / Cowboys Stadium

The latest news about Cowboys Stadium and Super Bowl XLV in Arlington, Texas.

January 3, 2011

NFL to host small business workshops for North Texas owners - *By Lindsey Graham*

On the road to this year's Super Bowl XLV in Dallas, Texas, the National Football League will be making a few pit stops along the way to help small businesses.

The NFL is teaming up with the North Texas Super Bowl XLV host committee, Southern Methodist University and Texas Christian University to offer two half-day business workshops that will focus on topics such as marketing, identifying opportunities in a tough economy, finding capital and creating partnerships. One session will even include a social media component, the *Dallas Morning News* reports.

"We recognize when we go into each Super Bowl region ... we're really impacting the community," said Tisha Ford, the NFL's manager of events business development. "So much goes on off the field. There are so many initiatives, and business outreach is certainly one of them."

This is the ninth time the NFL will be implementing its Playbook Workshop Series, the paper writes. Speakers will include **TCU's Neeley School of Business executive faculty fellow Raymond Smilor**, Beryl chief executive Paul Spiegelman and former Dallas Cowboys player Chad Hennings, among others.

Star-Telegram

January 3, 2011

NFL holding small business workshops in Dallas, Fort Worth, this month - *By Scott Nishimura*

The NFL wants to leave a mark with North Texas small businesses.

Besides its Emerging Business program, which guarantees registered, approved women and minority-owned businesses a shot at bidding for Super Bowl XLV contracts, the league is sponsoring two Playbook Workshops this month open to any small businesses. Cost was \$39.95, but has been cut to \$19.95. The first workshop is this Thursday Jan. 6 at SMU. The second is Jan. 25 at TCU.

The half-day TCU workshop will be in conjunction with the **Neeley School of Business**. It will be 7 a.m.-noon Jan. 25 at the Brown-Lupton University Union on the TCU campus. Registration info will be available at [the Neeley site](#) beginning Tuesday.

Speakers and topics include:

- The Values-Based Enterprise: Making Meaning to Make Money, **Raymond Smilor, Neeley School of Business**.
- Instilling a Winning Culture in Your Company, Paul Spiegelman, CEO, The Beryl Cos.
- Using Social Media to Market and Advance Your Business, **Stacy Landreth Grau, assistant professor, marketing, Neeley School**.
- Success in Business—Concrete Tools for Growing Your Business, **David Minor, founder emeritus, Neeley Entrepreneurship Center**.
- Finding Capital and Financial Resources to Grow Your Business, panel.
- The Power of Partnership-Important Resources for Any Business, panel.

The TCU workshop will also include a small business expo, with representatives from the Fort Worth Business Assistance Center, Small Business Development Center, North Texas Regional Center for Innovation & Commerce, TECH Fort Worth, and North Texas Angel Network.

Star-Telegram

January 5, 2011

Shlachter & Co. : Super Bowl Contracts - *By Scott Nishimura*

The National Football League wants to leave its mark on North Texas small businesses. Besides its emerging-business program, which guarantees registered, approved women- and minority-owned businesses a shot at bidding for Super Bowl XLV contracts, the league is sponsoring two playbook workshops this month for small businesses.

The second will be Jan. 25 at TCU, in conjunction with the **Neeley School of Business**, from 7 a.m. to noon at the Brown-Lupton University Union. Registration information will be available at www.neeley.tcu.edu this week. Cost is \$19.95.

Speakers and topics:

The Values-Based Enterprise: Making Meaning to Make Money, **Raymond Smilor, Neeley School of Business**

Instilling a Winning Culture in Your Company, Paul Spiegelman, CEO, The Beryl Cos.

Using Social Media to Market and Advance Your Business, **Stacy Landreth Grau, assistant professor of marketing, Neeley School**

Success in Business: Concrete Tools for Growing Your Business, **David Minor, founder emeritus, Neeley Entrepreneurship Center**

Finding Capital and Financial Resources to Grow Your Business, panel

The Power of Partnership -- Important Resources for Any Business, panel

The workshop will also include a small-business expo with representatives from the Fort Worth Business Assistance Center, Small Business Development Center, North Texas Regional Center for Innovation and Commercialization, TECH Fort Worth and North Texas Angel Network.

Fort Worth Business Press

January 10, 2011

NFL, TCU to host emerging business workshop - *By Betty Dillard*

The North Texas Super Bowl Host Committee, the National Football League and the **Neeley School of Business at Texas Christian University** will host a half-day workshop Jan. 25 to coach local entrepreneurs into winning business performances. The seminar, "Playbook Workshop Series III," will focus on issues prominent in the minds, plans and goals of entrepreneurs beginning or growing a small- to mid-size business, according to **Brad Hancock, director of the Neeley Entrepreneurship Center**.

"This is an excellent opportunity to talk to experts in entrepreneurship and discover local resources, all under one roof," Hancock said.

Keynote sessions will include information and tactics on using social media to market and advance a business and finding capital and financial resources to grow a business. A Small Business Provider Expo will be offered throughout the event so that start-ups can have direct access to participants, which will include: the Fort Worth Business Assistance Center, Small Business Development Center, North Texas Regional Center for Innovation & Commercialization, TECH Fort Worth and the North Texas Angel Network.

The workshop will be from 7 a.m. to 12:15 p.m. at the Brown-Lupton University Union on the TCU Campus. Cost is \$19.95 per person. For information or to register, contact Brad Hancock, 817-257-5946 , 817-257-5946 or brad.hancock@tcu.edu.

Los Angeles Times

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January 18, 2011

Apple roiled by Jobs' medical leave - *By Walter Hamilton and Jessica Guynn, Los Angeles Times*

The latest health scare for Apple Inc. Chief Executive Steve Jobs is raising sobering concerns for a company basking in a string of hit products that have helped make it the world's most valuable technology enterprise.

Apple rattled Silicon Valley and its own employees by disclosing Monday that Jobs is taking his second medical leave in two years to attend to unspecified health problems. He underwent surgery for pancreatic cancer six years ago and had a liver transplant two years ago.

Jobs, 55, has become one of the most recognizable chief executives in American corporate history, experts said, and is so enmeshed with the company he co-founded in 1976 that it's sometimes difficult to tell the two apart.

That the announcement of his condition came on a holiday could open the company to fresh criticism if it's shown that Apple had been aware of Jobs' deteriorating health but waited to disclose it until a day when the U.S. market was closed, said **Lex Perryman, an assistant professor of management at Texas Christian University's Neeley School of Business.**

Two years ago, Apple told investors that Jobs was stepping away from the company to receive hormone treatments. After his return, it disclosed that his condition actually had been far more acute and that he had undergone a liver transplant. Shortly after the revelation, the Securities and Exchange Commission started an inquiry into whether Apple appropriately disclosed the nature of his illness. The SEC has declined to comment on the investigation.

Apple has been less open about the health of its chief executive than other companies have, said **Perryman**, who has studied the issue.

Star-Telegram

January 19, 2011

TCU program honored - *By Barry Shlachter, Scott Nishimura and Sandra Baker*

TCU's Neeley Entrepreneurship Program won the 2011 National Model Undergraduate Entrepreneurship Program award at the U.S. Association for Small Business and Entrepreneurship conference last weekend in South Carolina. Of 47 entries, the **Neeley program** was a finalist with Ball State University and Oklahoma State University.

Ray Smilor, the Robert and Edith Schumacher Executive Faculty Fellow in Innovation and Technology and a professor at the Neeley School of Business, won the John E. Hughes Award for Entrepreneurial Advocacy.

"Our approach to entrepreneurship begins with helping students identify and develop their individual talents and core virtues, then synergistically put them into action to accomplish entrepreneurial endeavors," said **Keith Hmieleski, professor of management and program director for the Neeley program.**



January 19, 2011

Questions surround Apple over Steve Jobs' health - *By Barbara Ortutay and Rachel Beck, AP Business Writers*

NEW YORK (AP) — Steve Jobs is the public face of Apple, but that doesn't mean investors get to know every last detail about the CEO's health. Jobs announced this week he is taking his third medical leave from the company he started in 1976. No date was given for when he will return. No information was provided about what was wrong. No interim CEO was named, though Chief Operating Officer Tim Cook will be responsible for Apple Inc.'s day-to-day operations.

Apple didn't have to say more, according to legal experts, even though what happens to Jobs, 55, matters to its shareholders because he's considered the creative force behind the company. Apple is in the spotlight now for its secrecy on Jobs' health, but other companies including American International Group and McDonald's have dealt with similar issues in recent years.

Q: Are other companies currently dealing with the disclosure of health issues differently?

A: **Alexa Perryman, a professor of management at the Neely School of Business at Texas Christian University**, points to American International Group. The insurance giant, which is owned largely by the U.S. government, disclosed in October that CEO Robert Benmosche had cancer. The company did not say what kind of cancer but said he was undergoing chemotherapy. It also said he was continuing a normal schedule. Two days after the announcement, the company said it was reviewing its succession plan in case his status changes. It said that the chairman of the board, Steve Miller, would become interim CEO until a long-term replacement was named if that action becomes necessary. "AIG made a nice step forward with its disclosure," **says Perryman**, who co-authored the paper on CEO illness disclosures with Butler.

Story also ran in these media outlets, blogsites and numerous Twitter feeds:

Wall Street Journal, CBS and ABC News and numerous affiliates around the country, Forbes.com, Desert News, Valley News Online (Fargo and Grand Forks), The Morning Journal (Northern Ohio) Star Tribune (Minneapolis-St. Paul), APP.com (Jersey Shore), Boston Globe, The Huffington Post, The Washington Examiner, The News Tribune, Fresno Bee, Yahoo News, Bullfax.com, Beaumont Enterprise (Texas), Oregon Public Broadcast, Buzzbox, Newser.com, www.MySpace.com/everthing/steve-jobs, Denver Post, TechTweet, Salt Lake Tribune, The Olympian (Olympia, WA), The Examiner (San Francisco), Tweetmeme, iPhone News, St. Louis Today, Tri-City Herald (Washington), Perfect Stock Alert, Ventura County Star, Time/Life, Earthlink, Centre Daily Times (College Station PA), Springfield News-Sun (Ohio), Road Runner, Enquirer Herald (York County), Alaska Business, Newsday, Moneymatter.info, Newapplegadgets.com, INO.com, Treehugger, Anchorage Daily News, Techkive.com, Seeking Alpha, Times of India



Investors Want a Right to Know About CEO Health - *By Joann S. Lublin*

How sick is Steve Jobs?

Apple Inc.'s limited disclosure about its ailing chief executive is stirring debate about whether corporate boards should be forced to tell investors more about ill leaders and CEO succession plans. There's growing clamor for greater federal oversight of such disclosures. Mr. Jobs's recent announcement might also widen support for shareholder resolutions pushing boards to divulge detailed succession-planning policies. Apple investors will vote on one such resolution, this year's first, at the company's annual meeting on Feb. 23.

Mr. Jobs began an unexpected medical leave this month after receiving a liver transplant in 2009. His announcement said nothing about the health issue prompting his time off or when he might return. Apple directors never explained his nearly six-month previous leave, begun before the transplant. The company co-founder is a survivor of pancreatic cancer.

An Apple spokesman declined to comment beyond Mr. Jobs's Jan. 17 email to fellow employees, where he said he hoped to be back as soon as possible.

Many boards have trouble deciding how much to tell shareholders about a CEO's sudden disabling illness because many leaders prefer privacy. Securities laws require publicly held companies to disclose material information that could affect investors' decision to acquire or sell shares. Directors decide what's material, however.

Companies typically don't reveal a CEO's health problems until the condition reaches a critical stage, according to research led by **Alexa Perryman, an assistant professor of management at Texas Christian University's business school**.