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BizEd

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Headlines

O. Homer Erikson has been named dean of the **Neeley School of Business at Texas Christian University** in Fort Worth. Erikson, a TCU alum, was most recently dean of the Bloch School of Business at the University of Missouri-Kansas City.

The Neeley School of Business at Texas Christian University has launched its first study abroad program in Asia through a collaboration with the Korea University Business School in Seoul.



July 3, 2008

News 8 at 10

O. Homer Erikson, dean of the **Neeley school of Business at Texas Christian University**, was interviewed by David Schechter concerning the rising cost of gas and food. How it is affecting the lower class?

Star-Telegram

July 7, 2008

Dean wants TCU business school to reach 'new level' – by Barry Schlachter



O. Homer Erikson has come full circle.

Thirty-four years after graduating from Texas Christian University, Erikson returned this summer as the **John V. Roach Dean of the Neeley School of Business**, with plans to take it up a notch while continuing to instill marketplace ethics in its undergraduate and MBA students.

"I don't think there's a need for a change of direction. Things are not broken," he said in an office festooned with white-and-purple welcome balloons.

"I think there is a wonderful platform already built in the Neeley School," said Erikson, formerly dean of the Bloch School of Business at the University of Missouri-Kansas City. "I have ideas about helping move the school to the next level, but it's not about changing directions."

Neeley not only trains students in the functional disciplines of business but helps them understand the importance of values, professional as well as personal. This includes corporate governance, ethics and sustainability, he said.

“These issues are so important right now,” Erekson said. “It’s been important here a long time, and Neeley does a good job. It’s a genuine feeling here. And it gives the school a real advantage. I would build upon that strength here in new and innovative ways.”

Here are excerpts from a 45-minute interview.

Which business schools are on that higher level?

On the undergraduate level, public schools like Miami [University] of Ohio, where I taught, and the University of Michigan, and there are also private universities that have extraordinary programs.

Any particular plans for the MBA program?

One of the programs I really hope to work with is the Executive MBA program. I would like to work with the current CEOs in the area and ask them, “Who are your emerging leaders? And what can we do to prepare them to be the next leaders?” And that will be a point of emphasis.

How important are business-school rankings by the *Financial Times* and various magazines?

Prospective students and parents look at the rankings, so they are not insignificant. But they should not be the focus. If you have the right program and do it in an excellent way, the rankings will follow. This year was the first year of eligibility and the Bloch School ended up ranked fairly high by the *Financial Times*. But it was how we did it. We didn’t do it in order to be ranked. With our Executive MBA program, we found that the biggest derailer for emerging leaders was [lack of] self-awareness, not functional skills or communication skills. With a local company, we developed self-awareness assessment and coaching. But that is already here at TCU.

Any other goals for Neeley?

One of the important responsibilities is to do what we can do to open access for success to women and minorities. We were successful in Kansas City, and we can do it here... The professional MBA program for early to mid-level managers is a program I need to look at. I don’t have any particular ideas, but I want to strengthen it. Our Full-Time MBA Program is another area. What is the proper niche TCU should play in that market in building the strongest program there? ... It’s one I really need to look at

Getting a job in investment banking has been a career goal for many MBA students. Now with turmoil in the industry, has this changed?

It’s too early for me to say anything about TCU students. Maybe I can two months from now. But nationally, finance is still a strong area. But it’s changing. And accounting, which interestingly had a dip in demand, has been really coming back, because of corporate governance kinds of issues. There’s increased demand for high-quality accounting graduates who understand these issues ... Students have been increasingly interested in global opportunities. Marketing remains strong, and a new growth area is supply chain logistics.

As an economist, how much worse do you see the economy becoming?

Do we have a difficult economic situation? Yes, we do. I think it’s short term. We still have very low inflation, actually. Unemployment figures are discouraging. Financial markets have had real shocks from subprime lenders. But I think it’s a solid economy. In a six-month period, we will see a much more positive economy. Even when fuel prices tend to go up.

July 11, 2008

Tracy Rowlett leaves TV news for Barnett Shale video site - *By Barry Shlachter*

Tracy Rowlett, the region's longest-serving TV anchor and an award-winning journalist who has enjoyed a wide following, said Thursday he is leaving KTVT/Channel 11 to join Shale.TV, an online video channel sponsored by Chesapeake Energy that will be launched in September. ...

Bill Moncrief, a marketing professor at Texas Christian University's Neeley School of Business, said Shale.TV fits Chesapeake's strategy of promoting its interests head-on.

"We've always taught that the best public relations is a good offense, not defense," Moncrief said. "I'd love to know how much they're spending. Must be in the millions."

From Chesapeake's perspective, "having Tracy Rowlett is a very smart move — adds a sense of credibility," said Moncrief, no relation to Fort Worth Mayor Mike Moncrief. "If it was an actor, it wouldn't mean the same."



July 14, 2008

FOX 4 News

Bill Moncrief, senior associate dean for the Neeley School of Business, was interviewed by Fil Alvarado on Fox 4 News at 5:30 concerning airline CEOs sending out emails to frequent flyers encouraging them to lobby Congress about oil speculation. Will the effort work? Is oil speculation the problem? Can Congress do anything about it?

WISE COUNTY MESSENGER

July 20, 2008

Teen business owner receives \$40,000 scholarship

After being named a runner-up in the **2008 Texas Youth Entrepreneur of the Year scholarship awards sponsored by Texas Christian University**, Gabe Cocanougher can add a \$40,000 scholarship to his education funds..."I didn't know how much money it was for, but I thought I had a pretty good chance at it since I got the TCU scholarship," Cocanougher said. Cocanougher will attend Tarleton State University in the fall and plans to transfer to TCU and major in entrepreneur business with a minor in ranch management.

The Dallas Morning News

July 21, 2008

Education notes

ACHIEVERS

The **Neeley School of Business at Texas Christian University** awarded scholarships to three current MBA students who are members of the National Society of Hispanic MBAs. They are: Tony del Muro, Eva Graham and Amber Cancel.

Fort Worth Business Press

July 28, 2008

Homecoming: TCU's new business school dean returns to roots - *By Betty Dillard*



Thirty-four years ago **Homer Erikson** graduated from **Texas Christian University** with a degree in economics and political science. He recently returned to his old collegiate stomping grounds as **John V. Roach Dean of the Neeley School of Business**.

"As an alumnus of TCU, I know first-hand the value of a Neeley School diploma," says Erikson. "You won't find another business school with such a strong reputation for making business personal and real."

A Houston native, Erikson holds a Ph.D. in economics from the University of North Carolina at Chapel Hill. His areas of specialization include corporate and public policy, environmental economics, economics of education finance and business ethics.

Erikson, 55, comes to TCU after six years as dean and Harzfeld professor of economics and business policy at Henry W. Bloch School of Business and Public Administration at the University of Missouri-Kansas City.

Before that, he was at Miami University (Ohio) for 24 years, where he served as associate dean for academic affairs, chair of the economics department, director of planning and operations and associate dean for graduate studies and honors coordinator.

Erikson is also visiting professor of the University of Antwerp Management School Executive MBA in cooperation with the Institute of Business Studies, Academy of National Economy of the Russian Federation, Moscow.

What's it like being back at your alma mater in this different role?

The campus has really grown and changed. I've been impressed through the years with the changes. While on TCU's National Alumni Board, I watched the development of the academic programs and the development of the physical campus as a whole. It's phenomenal to look at the growth in TCU, including the Neeley School. TCU has always been a really good university. I think both TCU and the Neeley School are continuing to emerge on the national stage in wonderful ways.

I have a real passion for TCU. I bleed purple. I'm a very optimistic, very positive person. I'm excited about almost anything I do. But there's something special when you have the opportunity to come to a place that you do have a special passion for and already know something about coming in but realize the possibilities that are here and realize how really good the people are.

What are some of your goals?

The Neeley School is well positioned. I want to build upon what's already here. It's not about changing directions in a major way but building and, hopefully, elevating some of the programs that are already here. Each program has a different purpose and they are all already very strong programs. I want to look carefully at what we're doing in each program to see what we can do to strengthen each one.

The undergraduate program has – and will continue to be – a core part of the Neeley School and TCU. I want to continue to build that program and its importance for Fort Worth and beyond.

I want to look at ways to really improve the graduate programs as well. We have a very strong Executive MBA program that we've done some really great things with the last couple of years in program development. It's really about training the emerging leaders of Fort Worth and in finding who are going to be the next CEO-level executives. And it's in working with companies to identify who the next leaders are and providing and strengthening those leadership skills for that cadre.

The Professional MBA Program for early- or mid-level managers is really important to support the economic development of the Metroplex. Those tend to be persons who are vested in this community. Most of our students come from this area and are going to stay in this area. There's a real economic development focus in that program.

We have a record number of students in our Master of Accounting Program passing the [Uniform] CPA Exam. TCU has the second highest success rate in the state and our CPA students are continuing to excel in that program.

So the nice thing about coming into Neeley is that this is a well positioned school. I like to say that building a great business school is simple: You need a great faculty, a great staff, great students, great programs, great facilities and the resources to fuel your vision. Sounds simple, when in reality there's always hard work in each area. But I think TCU's Neeley School is positioned well in each of those areas already, so it's about continuing to develop and strengthen each one so our students will excel even further.

How is Neeley different from other business schools?

There's an adage that says great cities need great universities and great universities need great business schools. Fort Worth needs a great university and TCU is that university. For TCU to excel it needs a great business school and Neeley School is that. For Fort Worth to succeed in economic development and in other objectives, it needs the Neeley School to excel.

We're value-based here. Our tag line – Personal. Connected. Real. – we live that. To me, there's a real human orientation here to make sure our students – undergraduate and graduate – excel. We go beyond teaching the functional business skills to unleash the human potential in our students, to help them develop their individual strengths. I want our graduates to be much more than successful business leaders. I want them to be successful civic leaders as well. That responsibility to the community is something I want our graduates to walk away with, whether it's for Fort Worth or someplace else.

What are your goals in the community?

I'm eager to meet the leadership – the corporate business and the civic leadership – in Fort Worth and the Metroplex. It's a very exciting time to be at the Neeley School and in this area. I just experienced buying a house here. Other housing markets may be depressed but it sure doesn't feel that way here. This is a vigorous market and it's a great place to be from that perspective.

I'm very glad to be home. It's a very exciting time to be back and in the heart of it all.

Fort Worth
Business Press

July 28, 2008

HONORED

Nada Sanders elected as fellow by Decision Sciences Institute

Her new job: Nada Sanders has been elected as a Fellow by the Decision Sciences Institute. Sanders is the James L. and Eunice West chair and professor of Supply Chain Management at



the Neeley School of Business at TCU. The distinction of Fellow is given to those who have made substantial, outstanding contributions in the field of decision sciences for research, scholarship, teaching and service to the Decision Sciences Institute.

Her background: She holds a Bachelor of Science in Mechanical Engineering, an MBA and a Ph.D. in operations management and logistics from the Ohio State University. She is a recognized expert on business forecasting and demand management, strategic sourcing and supply chain management. She has extensive consulting experience, expertise in corporate training and is a frequently called upon speaker in the areas of business forecasting and supply chain management.

Sanders has written a textbook, *Operations Management*, with R. Dan Reid, which is used extensively in colleges, and is in its fourth edition. Ranked in the Top 100 out of 738 authors in the field of operations management, Sanders' research is featured in academic journals, including *Journal of Operations Management*, *Journal of Supply Chain Management*, *Journal of Business Logistics*, and *Supply Chain Management Review*.



July 29, 2008

FOX 4 News

Julie Baker, associate professor of marketing for the Neeley School of Business, was interviewed for a story on Bennigan's and Steak and Ale closing/going bankrupt, and Starbucks closing stores.