

June 2008



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Joining forces with a supplier can be a boon to business on both sides - By Chris Penttila

Today's companies are teaming up with key suppliers to solve problems that neither party can solve by itself. Technology is making it easier for companies to collaborate, while competitive pressures are making speed to market essential. Time-strapped companies are working with suppliers to create new products, services, processes and strategies as a way to get a leg up in a fast-moving marketplace. "You maybe had time before to make your own changes," says **Nancy Nix, director of the Supply & Value Chain Center at Texas Christian University**. "Today, there's not nearly the time [commitment]. Therefore, you have to work closely with your suppliers."

Star-Telegram

June 1, 2008

People

Nancy Nix, director of the Supply & Value Chain Center at the Neeley School of Business at TCU, was awarded the Outstanding Contribution to Logistics Education award from the Council of Supply Chain Management Professionals.



June 5, 2008

Study your Way into the Corner Office – by Tamar Snyder

Davenport knew early in his eight-year career with Nokia that earning an MBA would land him his current position as sourcing site manager at the cellular company's production creation center in Beijing. **He credits his executive MBA from Texas Christian University with getting him where he is today.**

"It was like a ticket that was needed to enter the position," Davenport says, noting that candidates with advanced degrees are typically selected for international assignments at Nokia. "Although I had strong experience and past performance, I needed a master's degree to even be considered. Additionally, the MBA gave me a much better perspective on the business cases my team now works with on a daily basis."

But the reason the Dallas-area native applied to **TCU's executive MBA program** is twofold. "I chose the executive degree to add legitimacy to my professional profile," he says. "Although I worked my whole career -- 15 years -- in technology companies, my undergraduate degree was liberal arts in political science. My work is the business side of technology, so the MBA seemed natural."

Dallas Business Journal

June 2, 2008

Two Minutes with Brandon Jones, FilmFrog Productions LLC – by *Shashana Pearson-Hormillosa*

The Dallas-Fort Worth movie industry has plenty of talent and crew, but not a lot of people in the business of producing films -- and even fewer producers with good business sense, according to **Brandon Jones, 33, founder of FilmFrog Productions LLC. A graduate of Texas Christian University's Neeley School of Business**, Jones has a knack for turning low-budget, independent films into money-makers. He launched FilmFrog in 2003 with no startup capital beyond his own. The first film he produced, for about \$4,000, was *Shtickmen*, a 2005 mockumentary featuring local stand-up comedians. So far, the company has sold more than 12,000 units of the film at a cost of \$5 to \$19.95. FilmFrog is projecting gross revenue of between \$400,000 and \$500,00 for 2008, and is expected to release at least two films this year.

Fort Worth Business Press

June 2, 2008

TCU biz grads give to kids

MBA candidates at Texas Christian University's Neeley School of Business raised \$1,000 on May 1 for Lily B. Clayton Elementary School in Fort Worth. The proceeds from a chili cook-off – the MBAs also hosted a bake sale and raised an additional \$440 - will provide scholarship funds to economically disadvantaged youth for their fifth grade end-of-year trip to Austin and San Antonio.

Fort Worth Business Press

June 2, 2008

Honored

Meghana Mathew, who graduated in May 2008 from the Neeley School of Business, was awarded three of Texas Christian University's highest honors: Distinguished Student, Senior Legacy and University Mission awards

Fort Worth Business Press

June 16, 2008

'Soft skills' are must-have for truly effective leadership – by *Michael S. Cole*

Are all effective managers good? Are there certain abilities that distinguish an influential leader from an effective manager? Are some people "born leaders" and some destined to be followers?

You probably have answers to these questions; however, yours may not be the same as the next reader or mine for that matter. There are an array of leadership classifications and approaches from which to study the leadership phenomenon, which makes it difficult to discern what information is useful and valid.

Rather than add to the confusion, I'm going to talk about a set of leadership skills that, in my opinion, are critical for developing positive working relationships....

Fort Worth Business Press

June 16, 2008

High Schoolers run with bulls, bears in TCU finance camp – by Betty Dillard

Thirty budding Warren Buffets from high schools across Texas and the nation will begin a five-day financial summer camp June 16 on the Texas Christian University campus.

Hosted by the **Luther King Capital Management Center for Financial Studies at the Neeley School of Business, the TCU High School Investor Challenge** teaches high school seniors the ins and outs of stock investing and portfolio management.

Aside from getting a jump start on their financial future, participants in the program can bank three hours of college credit if they enroll at TCU their freshman year.

Now in its fifth year, the program is the brainchild of Joseph **(Joe) Lipscomb, director of the LKCM Center** and professor of finance at TCU.

“The program teaches them how to pick “The program teaches them how to pick stocks and learn about investments and finance and lets them find out if they are really interested in finance,” Lipscomb said. “This is a great opportunity to let them experience TCU, the program and the school of business.”

For one week, the high school students enrolled in the program – eligible participants must be entering their senior year in high school and have a high aptitude in math – live in a residence hall on the TCU campus and mingle with upperclassmen and graduate business students.

The intense curriculum runs the gamut of accounting, economic business cycles, time value of money, risk, return, diversification and stock analysis. Students learn how to access company data and analysts’ reports on the Internet as well as how to evaluate and compare companies.

After the camp, each student is given a virtual portfolio to manage during his/her senior year of high school. The students return to TCU in the spring and present the end result of their decisions – which stocks they kept, which ones were traded, why they chose certain stocks.

“It is fun for the kids,” said **Program Coordinator Barbara Wood, assistant director of the LKCM** and assistant professor of professional practice and finance.

“Some of the feedback we’ve heard is that they like the college experience, like being treated as adults and like the interaction with faculty and staff,” she said. “Of course, learning about investing and money management is why they are here, but the academic experience benefits them regardless of whether they choose this as their career.”

This year’s class is a mixture of students from public and private schools. Participants hail from as close as Dallas and as far away as Arkansas and Arizona.

“We feel like the community service aspect of this is as important as anything,” Lipscomb said. “Close to one-third of the students come to TCU, but whether or not they end up attending TCU, they all feel really good about TCU and they spread the word.”

United Way
of Tarrant County



June 16, 2008

Entrepreneur calls United Way a Good Social Investment

When it comes to a champion for United Way, few people can match **David Minor, director of the Neeley Entrepreneurship Center at TCU**. David's strengths as an entrepreneur have translated into impressive growth for the United Way Tocquevi Society, whose members each contribute \$10,000 or more annually to United Way. While he chaired the local Society, membership grew from 110 to 151 members. Contributions increased from \$2 million \$2.2 million.

Minor has been a member of the local Society since 1997. He has just completed two years as its chair and nationally has become one of 11 inaugural members of the new United Way of America Major Gifts Speaker Bureau.

"I tell people when I talk about United Way—and I talk about it a lot—that when you look at your philanthropy, you need to start with United Way because it has such a broad impact on our community," he said. "I like the fact that it touches so many lives in so many different areas. The fact that United Way does the due diligence for you makes giving to the organization a good social investment. It became very apparent to me that the stronger communities, from a philanthropic perspective, had a strong United Way."



June 18, 2008

Hot jobs for teens in the cool market - by Heather Svokos

David Minor was a teenage entrepreneur. He's now the **director of Texas Christian University's Neeley Entrepreneurship Center at the M.J. Neeley School of Business**.

One of his first jobs as a teen was doing janitorial work, making minimum wage, which was then \$1.65 an hour. The next summer, one of his friends told him how he'd started making money mowing lawns. Minor had a lawn mower, a buddy had a driver's license, so a new venture was born. His hourly wage shot up to \$8-\$10 an hour. "The very first week I realized being an entrepreneur was the ticket for me," Minor says. By the next year, he had his own license and the ability to go solo.

"I was able to make more money than I could on someone else's schedule," said Minor, who started Minor's Landscape Service, which eventually grew into three offices. He finally sold the business when he was 39.

"Oftentimes creating your own opportunities is the way to go," Minor says. "It gives you the freedom and flexibility to do what you want to do, when you want to, or when you can do it. It allows you to work around other extracurricular activities."

If you want some ideas from people who really thought outside the box (and in some cases, might've had some start-up help from Mom and Dad), take a look at some of the winners of TCU's Texas Youth Entrepreneur of the Year program at www.tcuyeya.org.

The program recognizes young people who have started their own businesses, Minor says. "We bring about 20 [students] in, and we award six of them [college] scholarship money."

This year's winner bought and sold used, high-end foreign cars. "That's obviously a very unique niche," Minor says, adding that there was a mix of mundane and highly unusual businesses: lawn mowing, window washing, curb painting, Web site building, calf raising.

"One of our winners did Internet promotions for movies," Minor says.

Just like any kind of entrepreneurial venture, Minor says, it's first about zeroing in on a niche to fill -- a particular service that people can use. Then comes the idea, and then you have to access the capital you need. "Obviously some of them are going to get a little help from their parents to start with," he says.

Star-Telegram

June 22, 2008

Chesapeake Energy works hard to sell Barnett Shale's benefits - *By Mitchell Schnurman*

...In one broadcast about drilling in the Barnett Shale, a resident says on camera: "It scares the hell out of me. Twenty years from now, what's Fort Worth going to look like?"

Others in the report allay those fears, of course, but it still takes guts for Chesapeake to provide a forum for its critics. Or maybe that's just smart.

"It's a lot more persuasive when you show both sides of the argument," said **George Low, a former ad man who teaches integrated marketing communications at Texas Christian University.**

Star-Telegram

June 30, 2008

Honors

Charles "Bob" Greer, chairman of the management department at Texas Christian University's Neeley School of Business, has been named the M.J. Neeley Professor of Management. The honor recognizes a faculty member who has the highest standards in both teaching and research.

