

In The News – May 2008

## Dallas Business Journal

May 2, 2008

DBJLeads - Education

Texas Christian University's **Neeley School of Business** was ranked 32 on *BusinessWeek's* list of best undergraduate business programs.

## The Dallas Morning News

May 4, 2008

**On the wings of innovation** - *By Angela Shah*

For all the big names that dominate North Texas' business landscape, its roots lie with entrepreneurs.

A very high percentage of business students' ultimate goal is to own their own business ... for the freedom and flexibility, and ability to control your own destiny, said **David Minor, director of the Neeley Entrepreneurship Program at Texas Christian University** in Fort Worth.

## The Dallas Morning News

May 4, 2008

**Young entrepreneurs symbolize Dallas gumption** - *By Angela Shah*

Jeff Livney ... created **Livney+Partners**, a full-service boutique marketing firm in the four years since that internship. In addition to creating Web sites, Mr. Livney and his five contractors do consulting in brand development and create interactive media presentations and shopping cart Web sites.

Revenue at his firm reached \$64,000 last year. Clients include J.P. Morgan Chase and the Houston World Affairs Council.

"I like the sense that I'm creating my own wealth and wealth for other people," said the **Texas Christian University sophomore, who takes classes full time as an entrepreneurial management and marketing major**. Mr. Livney has also invested in other companies.



May 5, 2008

**Blake Venture Corp.**

Adam Blake is an example of a student experiencing early success in a field that by convention takes years to break into. A senior at **TCU's Neeley School of Business** this spring, Adam Blake started his real estate company, Blake Venture Corp, with the help of angel funding provided by a fraternity brother in 2004.

## BizEd

May/June 2008

**Gender in the boardroom**

Men still outnumber women in corporate boardrooms, a reality that might be fueled by the assumption that women don't possess the experience necessary for board participation. Challenging that

assumption is a recent study by [Siri Terjesen of Texas Christian University's Neeley School of Business in Fort Worth...](#)

# Star-Telegram

May 13, 2008

**Hot jobs for teens in a 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](#).

...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.

"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.

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.tcuycya.org](http://www.tcuycya.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.

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

May 17, 2008

**Joblessness in Texas hits a record low** - *By Maria Perotin*

"We still are a significant producer of energy and also a significant producer of food. That's helping employment, certainly," said **Ira Silver, director of the Center for Business & Economic Forecasting at Texas Christian University**. "Houston is certainly booming, and the Barnett Shale in Fort Worth. We see big benefits on the energy side."

**Silver** also noted that Texas homeowners haven't experienced the same drop in home values as residents of some coastal cities.

"Texas did not go through the type of price-increase bubble like some of the areas that are really having problems," he said. "House prices are either going down very little or flat, compared to sharp declines in other areas."

**Silver's prediction:** Texas' job outlook will remain strong. And the nationwide prospects will improve later in the year as consumers spend their economic-stimulus checks and previous interest-rate reductions filter through the economy.

"I think the economy will begin doing better. So I don't see that Texas is going to experience any downturn in the future as a result of these problems," he said.

May 19, 2008

**Career change: Boomers heed call of the entrepreneur** - *By Leslie Wimmer*

Across the globe, baby boomers are leaving their cubicles, putting together business plans and becoming entrepreneurs.

The move toward entrepreneurship is growing across the world and two schools of thought exist as to why boomers leave their jobs: They are either pushed or pulled to leave, said **Siri Terjesen, assistant professor at Texas Christian University's Neeley School of Business**. In 2006, Terjesen wrote her thesis on the trend.

Being pushed from a job comes from frustration with unhappiness, a bad work environment, the glass ceiling or feeling unchallenged to the point that a person leaves a company, **Terjesen** said. Being pulled toward entrepreneurship is when a person follows a long-standing desire to do something different, start a new venture and change their career.

"I think in most cases it's a little bit of both," **Terjesen** said. "People are frustrated with or would like to change their current situation, and not just change careers or jobs but would like to change it to start something new."

Age may have something to do with the trend, she said.

"There's this idea that there are certain ages when people suddenly feel like they've got a kick in the butt, and those are ages that end with 0 or 5; so 40, 45, 50, 55, 60, 65, just hitting that milestone birthday can be something," **Terjesen** said.

Becoming an entrepreneur after a corporate job often gives a person a sense of control and an outlet to use skills they learned in the course of their corporate job, but may not have been able to use before changing careers, **Terjesen** said.

"You're suddenly in control of all of your value chain of activity, where as, say you worked in sales at RadioShack, so you were responsible for store sales and hiring, but you weren't responsible for corporate strategy or store strategy, or even hiring, maybe that was somebody else, suddenly you're responsible for all of those elements," **Terjesen** said.

Sometimes, however, baby boomers leave their jobs and go into an unrelated field, such as a person in retail sales moving to open a restaurant. For people who move into an unrelated field, the risk of failure in their business increases, but that isn't always the case, **Terjesen** said.

For anyone jumping into the entrepreneurial world, having a solid business plan is the most important first step and is often challenging to put together, **Terjesen** said.

May 26, 2008

**Promotion, appointments, hires**

**Honored**

**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