



Local United Way chapter finds allies in Neeley Fellows - By Courtney Jay

Business students in the **Neeley Fellows** are extending their hand to United Way in an effort to encourage the campus to get involved in the community. This week, the group hosted Live United Week, a week-long series of events supporting the nonprofit, to tie in with United Way's current campaign, said Emily Taylor, a junior accounting major. (4/3/09)



CHHS Senior Earns Entrepreneurial Scholarship - By Lance Murray

When it comes to business, Colleyville Heritage High School senior Steven Crandall is a cut above. The 18-year-old **Grapevine resident runs a lawn-care business that employs nine CHHS students, and that was a key to his winning the prestigious TCU Texas Youth Entrepreneur of the Year Award from the Neeley School of Business at Texas Christian University.** (4/3/09)



TCU students win real estate challenge

Five graduate students from **Texas Christian University** took home the grand prize from the Fourth Annual Texas Shoot-Out Real Estate Challenge after turning in the most effective plans for a prime piece of land in a town center. The results were issued by NAIOP North Texas, a commercial real estate development association serving the Dallas-Fort Worth market. The five students on the Fort Worth-based **TCU team--Ryan Johnson, Ben Wyatt, Amber Cancel, Jack Parker and Aaron Duncan--**led the pack after presenting North Texas developers with their plan for the town center parcel. (4/10/09)



BizCalendar
(4/10/09)

EDITOR'S PICK



Neiman Marcus Stores CEO Karen Katz to speak at Texas Christian University

The Tandy Executive Speaker Series sponsored by the Neeley School of Business at Texas Christian University will present a speech by Karen Katz on April 16. As executive vice president for the Neiman Marcus Group Inc. and president and CEO of Neiman Marcus Stores since 2007, Katz is responsible for overseeing the direction, expansion and operations of the stores, and leads development and marketing for the corporation. Katz earned a master's degree in business administration from the University of Houston and began her career at Foley's. She joined Neiman Marcus in 1985 as a merchandise manager. The presentation will be from 7:30 a.m. to 9:30 a.m. in the Brown-Lupton University Union at Texas Christian University located at 2901 Stadium Drive, Fort Worth. Tickets are \$20 each, including breakfast. Register at www.tscu.tcu.edu.



TCU MBA team takes first place in real estate competition - By Robert Francis

A Texas Christian University team from the **Neeley School of Business** took first place in the NAIOP Texas Shoot-Out Real Estate Competition in Dallas, the school announced April 9. MBA teams from seven Texas universities competed in the event and the **TCU team of Amber Cancel, Aaron Duncan, Ryan Johnson, Jack Parker and Ben Wyatt** won first prize of \$10,000. Other teams represented Rice, University of Texas, SMU, Texas A&M, Baylor and Texas Tech. (4/13/09)

Neeley in the News - continued

Star-Telegram

Pressure from lenders could force sale of Texas Rangers, Dallas Stars, experts say - *By Andrea Ahles*

"A banker doesn't want to own a baseball team, but it would be possible to put enough pressure on Hicks where the team ownership would be changed," said **Stan Block, a finance professor at the Neeley School of Business at Texas Christian University**. "If you can find minority interest in the New York Yankees or the Boston Celtics, that's one thing. But to buy a minority interest in the Texas Rangers is quite another," Block said. "If that's part of his strategy to bring in more minority-interest investors, I think that's going to be much more difficult than in the past." (4/14/09)

TCU DAILY SKIFF

Neeley admissions system helpful to students - *By Lauren Farrelly*

Lynn Cole, assistant dean of the Neeley School said, "Initially, the rationale behind the application process was it could serve as an enrollment management strategy.

The Neeley School was growing to a point where we lacked resources to accommodate the growth." **Senior Associate Dean Bill Moncrief** said that 25 percent of the incoming freshman class is made up of pre-business majors. Including business minors, business students account for one-third of the entire TCU campus. (4/14/09)

THE WALL STREET JOURNAL

Cupcakes and Cattle Breeding: Teens Turn to Summer Start-Ups - *By Sue Shellenbarger*

Faced with the darkest summer-job market since the

government began collecting data after World War II, a growing number of teens are turning to entrepreneurship. Marlo Adelle Greta, 17, will be running GirlyWhirls.com, a barrette-making business, from her Austin, Texas, home. She regards starting a business as "a lot easier than having to go find a job," she says. "I make my own decisions, and the harder I work, the more money I can make. That's a cool thought -- it's all up to me." A growing number of parents share that view. "Adults used to want their kids to go to work for big companies with 401(k)s and benefits," says **Brad Hancock, director of the Neeley Entrepreneurship Center at Texas Christian University in Fort Worth**. "Now parents are saying, 'I'm not sure I want my child to walk that path. I want my child to be in charge of his or her own destiny.'" (4/14/09)

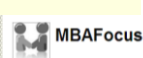
Fort Worth BusinessPress

Neiman Marcus coping with recession - *By Elizabeth Bassett*

Karen Katz, president and CEO of Neiman Marcus and executive vice president for the Neiman Marcus Group Inc., addressed the issue of declining prosperity April 16 at the **Tandy Executive Speaker Series at Texas Christian University**. The **Neeley School of Business** presentation, focused on how Neiman Marcus, a 102-year-old luxury-brand retailer, is weathering the recession, which is making even the wealthy reassess how they spend money. (4/16/09)

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alumni asking alma maters for help - *By Scott Nishimura*

More alumni are returning to colleges this year — not just to visit, but to seek career help. The schools are offering their career centers for assessments, launching support groups, running more networking receptions and calling on employed alumni for help. Texas Christian University waived the \$350 charge for the 100 employers who exhibited at the university's spring job fair this year. The added demand from stressed alumni, who have either been laid off or are worried about their jobs, has put a strain on the university career centers that are already working to help soon-to-graduate students find jobs.

"Whenever I hear of a company having layoffs, I immediately think of how that's going to affect us," said **LaTanya Johns, director of the Graduate Career Service Center at TCU's Neeley School of Business**. Johns is handling all of the Neeley MBA alumni who "are coming back," allowing her staff of five to focus on helping students about to graduate. About 60 alumni are actively using Neeley's services, many since the holidays. That has pressed Johns, who previously spent most of her time cultivating relationships with potential employers, into the added role of job coach. But she said she sees something positive there. "I'm always thinking of the goodwill that will come back our way" from working with alumni who need help, she said. (4/19/09)

Neeley in the News - continued

Fort Worth Business Press

Team trust can often lead to championships performance - By Tom Sheives

Championship teams, whether on the field of play or in business, don't waste time. A championship football team will carefully use time outs and passes to the sidelines to stop the clock at crucial moments. The team members seem to perform these functions like clockwork as a well-rehearsed squad. There is no individual variance, just team alignment behind a common goal. The same is true with business teams who perform at championship levels. ...[Tom] can be heard at the **Neeley School of Business at TCU, Tandy Center for Executive Leadership**, www.neeleyexec.tcu.edu, where he **keynotes with TCU Head Football Coach Gary Patterson on Building Championship Teams.** (4/20/09)

Fort Worth Business Press

Managing your team through stressful times - By Robert Francis

The current economic downturn is causing stress throughout the business world as companies large and small deal with cutbacks, downsizing and other unprecedented issues. **The Neeley School of Business at Texas Christian University**, the TCU ISP Sports Network and the Fort Worth Business Press will host a two-hour breakfast seminar to learn how coaches from TCU and business leaders from the area handle these stressful times. The seminar is from 7:30-9:30 a.m. April 21 at Meyer-Martin Athletic Complex at TCU (South End Zone Club). Following opening remarks by **O. Homer Erikson, John V. Roach Dean of the Neeley School of Business.** (4/20/09)

Fort Worth Business Press

Same or different playing fields? - By O. Homer Erikson is the John V. Roach Dean of the Neeley School of Business at Texas Christian University.

Erikson will give the opening remarks at the Managing Your Team Through Stressful Time seminar April 21. **Can moves coaches make on the playing field be translated into the boardroom?** A board of directors is responsible for determining a company's mission and organization and for assuring that the performance of the company is accountable to and serves the best interests of its stakeholders (everyone substantially affected by the company). In this sense, the responsibilities of a head coach in intercollegiate athletics have some common elements. We do keep score in athletics for a reason and success on the playing field does matter.... (4/20/09)

Fort Worth Business Press

Sports, business intersect at TCU forum - By Robert Francis

The current economic downturn is making business managers think more about how to make their teams work more effectively, much like sports teams must do, according to speakers at a Texas Christian University seminar April 21. The event, held at the Meyer-Martin Athletic Complex at TCU, was sponsored by the **Neeley School of Business at TCU**, the TCU ISP Sports Network and the *Fort Worth Business Press.* (4/21/09)

BizEd

Roadblocks for VCs in Latin America – Venture capitalists who want to conduct business in Latin America may face a number of obstacles because of the region's lack of governmental and cultural support for their activity, according to a study by **Garry Bruton, a management professor at Texas Christian University's Neeley School of Business in Fort Worth...**(March/April 2009)

Star-Telegram

How best to use LinkedIn – from HR people looking for you - By Scott Nishimura

Pam Stoker found LinkedIn.com, the popular professional networking site, five years ago, when she was laid off from an outplacement-services firm in Connecticut. Stoker, now the **assistant director of Texas Christian University's graduate career service center**, has nearly 2,500 contacts on LinkedIn and indirect links to 10 million people — a quarter of the site's membership.

Profile-engineering - Load your profile with keywords relevant to your industry, work you've done and jobs you're looking for. That can include industries you've worked in; professional degrees, associations and certifications; job description buzzwords; and even locations you've worked. Stoker added music interests to her profile when she was looking for a job five years ago, and that led to some new links. "Suddenly, there was a connection," she said. (4/27/09)



Pam Stoker, assistant director of the Graduate Career Service Center at Texas Christian University, found LinkedIn.com five years ago, when she was laid off. She now has indirect links to 10 million people. Star-Telegram/PAUL MOSELEY

Neeley in the News - continued



Leadership key to economic survival - *By Leslie Wimmer*

During tough economic times, leadership often can make or break businesses and employee morale. Effective leadership is key to keeping employees motivated and focused, and to set businesses up for long-term success, especially during a recession, area leadership experts say.

Solid communication practices also are key to enforcing core values because communication is the most important tool to get ideas across on what a business is and what it stands for, said **Kelly O'Brien, director of the Center for Professional Communication at the Neeley School of Business at Texas Christian University**. "In terms of leadership, the ability to inspire others through effective communication, to be clear about the vision of a company, where an organization is going, that is critical," O'Brien said. "Even the word choices and what we choose to focus on has a big impact on communication, and how those words are presented. We've all heard that people look more to what you do than what you say, so there also has to be an alignment with what you say, how you say it, and your actions." Actions leaders can take to encourage employees include making themselves present and noticeable often, O'Brien said. Leaders also can hold meetings or drop in on employees to talk about company values and be reassuring. But, leaders also have to balance that sense of reassurance with honesty and reality about economic troubles, O'Brien said. "At the same time, [leaders] have to be honest and acknowledge that there are challenges out there that we have to face," he said. "We shouldn't have employees walking on egg shells, wondering what's happening. By a leader acknowledging that we know we're in difficult times, the employees are going to feel some relief because they know their leaders are grounded and are facing the reality at hand." (4/27/09)