



October 2, 2008

**Measure of a Nation: A Heartbeat Away/Vice president: A second banana in a country of firsts** - By Ted Anthony— AP National Writer

"In the corporate world, really effective leaders are comfortable surrounding themselves with people who may have very different viewpoints," says **Stuart Youngblood, a professor of management at Texas Christian University**. "If the vice president were to model the behavior of a VP in a corporation," Youngblood says, "it would be: When they go into a room together they can differ all they want, but they better come out of that room and support each other."

## Star-Telegram

September 30, 2008

**Local businesspeople weight in on bailout** - By Jim Fuquay

Failure to pass the measure "is going to have an unfortunate impact" on ordinary consumers, said **Stan Block, professor of finance at the M.J. Neeley School of Business at Texas Christian University**. "It's going to cost the small consumer, the small businesses and ordinary investors a lot more" than the potential cost of the bailout, he said. Block's analysis is a common, if not unanimous, view. ...

**Peter Locke, a professor of finance at TCU**, said that despite the dire economic forecast, he's not convinced about the inevitability of a deep or prolonged recession even if the bailout fails to be resurrected. "We've heard a lot, but we haven't seen the evidence of a recession yet," he said. The last hard data indicated that "the economy is still growing." He said Congress should have recognized the problems with the nation's financial system much earlier. "Where were they two years ago?" he said. "It amazes me that they suddenly recognized a big problem a week ago."



October 2, 2008

**Neeley provides MBA students opportunity to network with executives** - By Melissa Hawkes

MBA students will gain access to exclusive information with the introduction of a new program called C-Level Confidential. The program gives students rare opportunities to network with top business executives from across the country, said P.D. Shabay, Neeley alumnus and cofounder of C-Level Confidential.



October 9, 2008

**Stock Market Meltdown Impacts Natural Gas Drilling** - Reporter: Brian Curtis

6:00PM CT NBC 5 News DALLAS-FT. WORTH, TX

Dean Homer Erekson is interviewed about how the national economic crisis is starting to slow one of the most powerful growth engines in North Texas.



## Fort Worth Business Press

**October 13, 2008**

**Professor: Election marketing prevalent due to tight race** - *By John-Laurent Tronche*

**Texas Christian University's Bob Leone, a marketing professor in the Neeley School of Business,** said using the election as a marketing angle differs little from other promotional events.

"It's like any event-marketing program: where there is enough consumer awareness of what is going on it almost instantly grabs their attention," he said, "whether it's a football game or a NASCAR race or, in this case, the election, the principals are the same." ...

This election, along with those in 2000 and 2004, is among the tightest races the country has experienced – a fact that makes the promotions effective, Leone said. "I think what makes this situation more likely is because of the tightness of the election. In a situation like this, it makes sense to play off the fact that there is a lot of involvement and a lot of uncertainty," he said, adding in an election where one candidate clearly dominated polls, election-marketing campaigns would be less successful. "I don't think this is something you'll see necessarily in the future."

Still, businesses see an opportunity in the election, not necessarily to promote a candidate but more so to connect with potential customers, he said. In the case of the 7-Eleven and Flying Saucer efforts, "it's less about signaling who you're voting for and more for saying this is an important election and you should be involved," Leone said.

**October 15, 2008**



**Sports Teams Go Head-to-Head with the Economy** - **Reporter: Brandon Todd**

10:00PM CT Fox 4 News DALLAS-FT. WORTH, TX

Sports teams from baseball to basketball and even football are finding themselves in a fourth and long situation with the economy. It's a simple equation. If the economy is putting less money in fans' pockets, that's less money they put back into rooting on the team.

"People are no longer looking at that experience, going out and having a good time," said **Texas Christian University sports marketing professor Bob Akin**. Akin said as sports teams battle the economy head to head, they could end up on injured reserve. So, many teams are now looking at ways to get fans to spend their discretionary income. "Guys might not be going to five games anymore, they might be going to two games or one game. They've just got to figure out how best to get those people in. I mean, is it packaging something," Akin said.

Akin believes sports marketing professionals are starting to realize those huge outfield walls in baseball stadiums will make great billboards.



**October 15, 2008**

**Neeley event to promote community-serving business** - *By: Krystal Upshaw*

The Neeley School of Business honors and leadership programs will host an event on social entrepreneurship today in hopes of teaching students and the community about using their business sense to make their world a better place, an event organizer said.

## Fort Worth **Business Press**

October 20, 2008

**'Confidence' issue hurts liquidity - By Leslie Wimmer**

"The bank-to-bank liquidity is a very critical area in that banks are carrying a number of bad loans, nonperforming loans, and so it's critical that banks that are in a stronger position provide funding and liquidity to banks that are in a lesser position, and also that the federal reserve provide funding to the banking system so stronger banks can support the weaker banks," said **Stan Block, a finance professor at Texas Christian University.**

While the government is stepping in and providing investments in major banks to provide liquidity, which is important, Block said, but more important is the effect government intervention has on investor confidence.

"The investor is so totally confused by everything that's going on in the financial markets," Block said. "The liquidity system and the banking arena are not easy for the average investor to understand. It's not like unemployment data or gross domestic product data or inflation data, it's something that's almost an abstraction and has a tremendous impact on investor confidence. I have virtually never seen investors more confused and with perhaps less confidence, even though there's some comeback in the market from time to time. It's not a market necessarily of rational investors, it takes the smallest thing to have the largest one-day movement ever either percentage wise or dollar wise, so investor confidence is a very fragile, critical thing at this point in time."

## **Star-Telegram**

October 28, 2008

**There's plenty of blame for the housing meltdown - By Andrea Jares**

**Larry Lockwood, the C.R. Williams professor of financial services at Texas Christian University,** said perhaps everyone is to blame.

"This might be oversimplifying things, but it might be the result of a self-indulgent society," Lockwood said.

Lockwood said the country's long-running bull market and the housing boom stoked the conventional wisdom that real estate would never fall in value. That led to heady returns and rampant appreciation at the same time that oversight became more lax and underwriting standards became looser.

"I think in any bull market, toward the end of a bull market we see some speculation and excesses and even some illegal activity," Lockwood said. At the end of the bull run, there is plenty of blame to go around. "As far as who's to blame, there are lot of entities who can be blamed for where we are right now," he said.

## TCU **DAILY SKIFF**

October 22, 2008

**Neeley hopeful despite economic crisis - By Krystal Upshaw**

Financial companies are shedding jobs across the nation, but the Neeley School of Business expects MBA applications to continue to increase, a Neeley official said.

Bill Cron, associate dean for graduate programs, said it's too early in the application cycle at the Neeley school to determine any increases, but he feels confident that applications will increase as they have in the past.

**October 31, 2008**

**Professors say donating to campaigns doesn't interfere with jobs** - By Chance Welch

Donations from TCU faculty to presidential campaigns have nothing to do with the way students are taught, several professors said.

**Thomas Moeller, assistant professor of finance**, said he doesn't have any numbers but most professors in the Neeley School of Business are probably more conservative based on their experiences in their careers. Moeller said there are many in the business world who cross over to teaching and still vote for conservative candidates.

"I think there's a traditional view of the Republican as low taxes, deregulation and for businesses, that's appealing. For people who work at businesses they see that as an advantage and often times vote accordingly," Moeller said.

Moeller said public funding is a large part of the education sector, and Democrats are more likely to be in favor for more government funding for education. Professors and other educators will be leaning toward the party who wants to put more money into the education system, Moeller said.