



September 5, 2008

Student Activists Atwitter

Higher education is back in the presidential campaign — sort of. Some 500 CRs were expected to attend the convention this week. One, **Texas Christian University sophomore Kimberly Dena**, was also there as a delegate. “One of the things that I’ve seen here is the value of grass roots participation,” she said, and she plans to “work with renewed effort to make our College Republicans something a lot more significant.” <*Kimberly is a Neeley Fellow*>



September 4, 2008

Sophomore serves as alternate delegate at Republican convention - *By Chelsea Smith*

Sophomore Kimberly Dena’s presence at the Republican National Convention in St. Paul, Minn., is somewhat unusual. At 19 years old, the **business and political science major** is the youngest member of the Texas delegation. According to a CBS News/New York Times survey released in August, the average age of Republican delegates is 54.



September 9, 2008

TCU Coed Hopes to Energize Campus Conservatives – *Interview with Bill Zeeble*
Neeley Fellows student Kimberly Dena at the Republican National Convention.



September 5, 2008

Study Abroad provides access to emergency relief overseas - *By Yusi Cheng*

Rob Rhodes, associate professor of professional practice and director of international programs for the Neeley School of Business, said one of the advantages is that if he encounters students having health issues he could call International SOS experts who can speak fluent English and get the best health advice. “It’s a real comforting resource,” Rhodes said. “Students are far better off being taken care of by professionals.”

Fort Worth Business Press

September 8, 2008

Different philosophies define natural gas advertising - *By John-Laurent Tronche*

Contrast Chesapeake Energy's efforts with that of Fort Worth-based XTO Energy Inc., and it becomes apparent there exist differences in their advertising and promotion philosophies, said **George S. Low, an associate professor of marketing in Texas Christian University's Neeley School of Business**. "In one case, they clearly believe in it. That's clearly the case with Chesapeake," Low said, "whereas XTO clearly is not that type of company. They've got the philosophy of marketing is it's best to stay out of it."

"XTO may focus more on their operations and their exploration efforts, and that's how they succeed in the marketplace whereas Chesapeake really likes to play the public opinion side," said **Low, chair of TCU's marketing department**. "There's really not one that's better – there's not a dominant, more-likely-to-succeed formula, particularly in this industry," however, XTO Energy's approach is more common.

Out in the country

Devon's method of personal interaction boils down to a question of effectiveness, **Low said**. "They're not dealing with the numbers of customers as far as negotiating leases and so forth, so it's clearly an efficiency question," Low said. "They're using a more efficient method of contacting those people ... Essentially it's the difference between mass advertising and very focused, person-to-person interaction, and that's what Devon is doing."

The issues of more vs. less

Oversaturation also has its benefits, **Low said**. "The advantage for Chesapeake, from an outsider point of view, what they're gaining from all of this is they're regarded as a leader from all of this," Low said. "They're spending a lot of money to gain this leadership image." Chesapeake is paying more money on advertising, he said, but also gaining more clout as the go-to company for large leases, such as the Fort Worth Independent School District, Dallas-Fort Worth International Airport or downtown Fort Worth. So what's the bottom line? Whether companies advertise, give to nonprofit organizations, send ambassadors or, simply do nothing the companies always falls back on one question, Low said. "Every company asks the question: 'Is my advertising dollar worth it?' It's a century-old question," he said.

Star-Telegram

September 16, 2008

Wall Street's bloodletting: What does all this mean for Texas? - *By John Austin*

As for the long-term effects of the Wall Street meltdown, coupled with Ike? "We won't know those for a good period of time . several months," said **O. Homer Erikson, dean of Texas Christian University's business school**. "That by itself is destabilizing." **Erikson** remained confident in the U.S. economy's resilience, despite the "extraordinary" Lehman Brothers failure and other recent Wall Street developments.

Star-Telegram

September 17, 2008

Enrollment figures at North Texas colleges, universities, set records? - *By Gene Trainer*

Wes Waggoner, TCU director of freshman admissions, **attributed the increase from 2006 to media attention on TCU's Neeley School of Business**, the Schieffer School of Journalism and a good football season.

The Dallas Morning News

September 18, 2008

Colleges ranked on entrepreneur curriculums - *By Angela Shah*

Entrepreneur magazine and *The Princeton Review* recently issued their sixth annual ranking of **top graduate and undergraduate programs for entrepreneurship**. No Dallas college made it onto either of the two 25-school lists, although the University of Houston ranked first on the undergraduate list. Other Texas schools recognized were Baylor University in Waco, which placed No. 12 on the undergraduate list, and **Texas Christian University in Fort Worth, which received an honorable mention.**

Star-Telegram

September 20, 2008

Short selling, which may have worsened crisis, is restricted

By Barry Shlachter

Short selling goes back hundreds of years, if not a millennium, with hedging on the delivery of grain by barge, says **Pete Locke, a finance professor at Texas Christian University's Neeley School of Business**. **Locke** criticized the SEC's 10-day ban on short selling stock of the companies, saying it would hobble an important market function. Moreover, it might reflect the regulatory agency's inability to effectively monitor the strategy, **Locke** said. "I think they lost the ability to track the difference between short selling and naked short selling."

Star-Telegram

September 23, 2008

Online readers cast blame for mortgage meltdown - *By Barry Shlachter*

"The poll tells me people don't like politicians," commented **Steve Mann, who teaches advanced investments at Texas Christian University's Neeley School of Business**. "I really don't see President Bush and Congress much at blame." They had operated in an environment where the free market became almost a religion, **Mann** went on. "Can you imagine how they'd be blamed if they cracked down, and [housing] prices collapsed?" That said, the **TCU professor** quoted a financial blog as demanding that every banker who gets money from the federal government must undergo credit counseling.

Star-Telegram

September 24, 2008

Business schools look for ways to help grads - *By Alina Dizik, The Wall Street Journal, Gene Trainer, ST*

Texas Christian University hosted a job fair Wednesday that was attended by about 100 firms, a number similar to past years, said **Pam Stoker, assistant director of graduate career services at TCU's Neeley School of Business**. The economy is not as bad in North Texas as in other parts of the country, she said. "Really, the job market has stayed fairly stable here," she said. Still, the university is hearing from alumni in the financial-services and investment industries seeking help with résumés, job connections and interview techniques — all of which the school can provide. "Some of them are just nervous that they're the next ones to be laid off," **Stoker** said. "Some of them have been laid off." **Neeley** typically has a 98 percent job placement rate, but the school is still waiting for the numbers to come in for the Class of 2008, she said.

TCU DAILY SKIFF

September 26, 2008

Q&A: Finance professor offers views on financial crisis = *By Chance Welch*

Finance professor Peter Locke gives his perspective on the financial crisis. Locke is an expert in financial markets and served in the U.S. Commodity Futures Trading Commission from 1989 to 1999. He has a B.A. in mathematics and economics from University of Oregon and a Ph.D. in economics from Texas A & M.

The Boston Globe

September 27, 2008

Rep. Frank front and center in financial crisis - *By Andrew Miga, Associated Press Writer*

WASHINGTON --Rep. Barney Frank didn't miss a beat when the topic turned to the demise of once-mighty investment banks. Frank is a far cry from liberal firebrands like Rep. Dennis Kucinich, D-Ohio, who has urged the House to consider a resolution to impeach President Bush, said **Pete Locke, professor of finance at Texas Christian University's Neeley School of Business**. Locke noted the financial services industry has a strong presence in Frank's state of Massachusetts, as well as the region, so Frank has an important stake in how they fare. "He's from the Northeast and the Northeast has a lot of financial stuff going on," he said. "They're not going to shoot the goose that's laying the golden egg."



September 29, 2008, 10 pm News

Small businesses feeling the credit crunch - *Reporter: Chris Hawes*

Dr. Pete Locke, Finance Professor, TCU Neeley School of Business, interviewed.



Star-Telegram

September 29, 2008

CEO pay is a real problem, but this isn't the time to fix it - *By Mitchell Schnurman*

Dan Short, an accounting professor at Texas Christian University, says it's like going to put out a house fire and having to also deal with complaints about how the owners treat the neighbors or take care of the yard. "We have to put out the fire — that is, stabilize the financial markets, and everything else is almost irrelevant," **Short** says. "If we throw executive compensation into it, it's going to be done wrong." **Short**, too, believes the executive pay system is broken in the United States. There's not enough accountability and not enough shareholder power in curbing the excesses. "But I'd like to keep the government out of it," says **Short, the former dean of TCU's Neeley School of Business**.