



January 8, 2009

Expert: Gas prices likely on the rise - *By Dionne Anglin*

Dean Homer Erikson was featured as an expert on gas prices, supply and demand.



Star-Telegram

January 8, 2009

Private universities expect tough budget year – *by Gene Trainor*

Homer Erikson, dean of the Neeley School of Business, TCU's largest school, with about 2,000 students, said he expects private donations to mitigate any cuts. "I don't anticipate a significant impact on our programs," he said.



January 15, 2008

Fort Worth prospering despite economy – *by Katherine Blake*

Texas Christian University economics professor Ira Silver said Fort Worth appears to be fairing well economically because the city has never had a *real estate bubble*, burst. "So we're seeing house prices perhaps flat to down a little, where some places like Miami and Las Vegas are down 30-percent and nationally 18-percent," he said.



January 16, 2009

Apple gets slow start without Steve Jobs – *by John Swartz*

Apple's future has some corporate-governance experts calling for the Securities and Exchange Commission to require publicly held companies to offer detailed information on executives' health. "The SEC should directly classify the health of the CEO as a material fact requiring disclosure," says **Alexa Perryman, assistant professor of management at Texas Christian University.**

Dr. Perryman was also featured in MacWorld, PC Advisor, Popular Science, IT world, UPI, Newsfactor, Top Tech News, Sci-Tech Today, MacSurfer, The Money Times, iStockAnalyst, WebIndia, Times of the Internet and more.

Neeley in the News - continued

TCU DAILY SKIFF

January 21, 2009

Neeley appoints new director of development – *by Elle Cahalan*

Rather than making changes to the Neeley School of Business, new **director of development David Dibble** said he hopes to build on its accomplishments. Dibble said he served the university as the regional director of development since September 2007. Now, as the new director of development for the Neeley School, Dibble's experience will serve the business program specifically, he said.



TCU DAILY SKIFF

January 23, 2009

Six ways to land your dream job – *By Chance Welch*

LaTanya Johns, director of the graduate career service center, works to improve the job process for MBA graduates from the **Neeley School of Business**. Johns said former MBA graduates are returning to her office following recent layoffs.

"Were you responsible for putting together a schedule? Did you have to do inventory on your shift?" Johns said. "Those are what we call 'professional skills.' They transfer very nicely into other occupations."

Johns suggested that students should go to job fairs, corporate seminars and other company gatherings to get your name out and build a network of connections. "We do stress that as busy as you are looking for job postings, you need to be just as busy networking," Johns said.

Johns suggested internships, career programs or other opportunities that have you working at a company and receiving the skill set required for a full-time job so employers looking for their next employee won't have too far to look. "For a lot of companies, they can 'try before they buy.' A lot of companies use their internship program as a pipeline to their full-time job," Johns said.



January 2008

MBA Students create Reader strategy: Case competition leads to new hire

Katie O'Brien MBA'08, was featured in a story in the Sony employee magazine on her participation in the **Neeley Sales & Marketing Case Competition** last spring, which led to her landing a job with Sony.



Neeley in the News - continued