

# Making Headlines

News stories featuring the Neeley School of Business at TCU

## Star-Telegram

May 7, 2011

### Woman's plight becomes lesson in life for TCU student

by Dave Lieber

On Christmas Eve, I told you the story of Norma Black, her broken hip and her good friend Opal Lee. While Black, 85, was recovering at Lee's house, vandals broke into Black's home three times and stole many of her belongings. The women didn't know what they would do next. Black was ready to return home, but because of the damage, her home was unfit for living. Then Watchdog readers stepped up and contributed \$1,800 to help. Does the story end there? Or does it begin?

The other day, a 23-year-old college senior stood in front of his **Neeley School of Business class at Texas Christian University** and talked about how Norma Black, Opal Lee and the money from readers changed his life.

It's funny the way these things work.

**Nitesh Kalwar's** dream is to go back to his hometown in Nepal and build a community library. He's not sure whether he can ever do that, but he said getting involved in this Christmas Eve story was the next best thing.

**His professor at TCU, Greg Stephens,** recommended the story to Kalwar because Kalwar needed a community service project as part of the BNSF Next Generation Leadership Program. Next Gen students try to change a community and leave a legacy. The teacher liked the idea of helping Black with home repairs, explaining, "These kinds of needs exist all over Fort Worth."

So here's what happens. I give the readers' money to Lee, 84, who is founder and chairman of the Community Food Bank. She and Kalwar sit down and come up with a plan. They hire a caretaker for Black. They also replace the stolen furniture with a recliner, chair and table. They find a TV set. They hire a plumber to make repairs. They bring in a new refrigerator and install new carpeting.

Kalwar is telling his classmates about this, getting a little emotional, and then he tosses out a surprise. Get this. Even though he's graduating, he says, he's not done helping. There's unfinished business. He wants to build a ramp and is working with a community group to get one. He also wants to get her roof fixed. His estimate from a roofing company is \$6,800. He doesn't have much money left, but he's planning a letter-writing campaign.

"Mrs. Black needs immediate help with her roofing," he explains. "Water is leaking in three places." If nothing else, "we plan to buy a tarp," he tells his class.

Kalwar is learning that by helping others, he helps himself. As he writes in his project's final paper: "This legacy project helped me regain my empathy. To some extent, while pursuing my undergraduate degree in TCU, I was losing my empathy. For example, in my freshman year, my grandfather passed away. I was very close to him; however, I did not even cry. In my junior year, my grandmother passed away, and I did not even react. This is because I had a busy life at TCU. I worked without a day off along with constant school pressure. This legacy project helped me to regain my feelings. And I could notice my growing feelings when I was building a relationship with Mrs. Black and Mrs. Lee ....

"I plan to continue working on this project and be a part of this family."

Talking to his classmates, he shares more: "Doing this project, I felt something. Maybe it was emotional. I think if you believe in a good cause, evaluate it and respect it, people will follow it.

"You stick to it. Keep believing in it and building it. It gives you some sense of achievement."

Quite a lesson. Perhaps the ultimate lesson.

"This is a born leader," said Lee, who is one herself.

Nitesh Kalwar comes from Nepal. But it's obvious that because he cares about others, he's now a Texan, too.

## Neeley in the News - continued

### The Dallas Morning News

May 11, 2011

#### Starting with Colonial, PGA Tour will embrace Twitter, social media - *By Bill Nichols*

Colonial Country Club is steeped in tradition. Tributes to Ben Hogan are all over the storied grounds, from the Ben Hogan statue to the Ben Hogan Room. But next week, old school Colonial is going all social media on us. The Crowne Plaza Invitational at Colonial will be awash in mobile devices. Hogan's Alley will be transformed into Telephone Road. So will the HP Byron Nelson Championship the following week.

Years from now, the 65th Colonial will be known as the first to allow mobile phones on the hallowed grounds during the tournament. Fans are actually encouraged to bring cell phones.

Fort Worth agency Warren Douglas has been enlisted to "manage the social media," as if that's possible.

"We want to expand beyond just Twitter and Facebook, with location-based sharing," said Lauren Gourley, social media manager. "By integrating Four Square with up-to-the-minute Twitter updates, we will achieve our goal to make social media a successful and integral part of the tournament."

Uh, OK. Twitterers will receive up-to-the-minute updates, consumer offers from tournament sponsors, and Twitter feeds of players. Twitter tickers will flash updates on five digital boards on the course, and on two at Sundance Square in downtown Fort Worth.

**TCU marketing majors** will serve as volunteer Tweet Caddies, showing fans where they can place their thumbs for optimal tweeting experience. These TCs will be stationed at the main gate, the clubhouse and at holes 1, 3 and 9.

The Nelson, which has been doing a trivia contest on Twitter, will boast QR codes (bar scans) for easy app downloading, and other streaming doodads. But there are questions, such as: When will a giant router be inserted into the Hogan statue? Is the Byron Nelson Wi-Fi coffee house that far off? And, BTW, whatever became of unsocial media?

### The Dallas Morning News

May 16, 2011

#### Entrepreneurship gives Dallas-area teens a head start - *By Sheryl Jean*

Teenagers are a vital but often overlooked part of the entrepreneurial world. They contribute revenue and jobs to the local and national economies just like any other business. The lure of being CEO of your destiny starts young. Forty percent of people ages 8 to 24 would like to start a business someday or already have, according to a survey last year by the Ewing Marion Kauffman Foundation.

Local teen businesses range from food and jewelry manufacturing to website design to video production. Revenue ranges from hundreds of dollars to millions of dollars. No one keeps statistics on teenpreneurs, but young entrepreneur competitions and scholarship programs in Texas and nationally report an upswing in applicants the past few years.

This year, **Texas Christian University's high school entrepreneur competition in Fort Worth** saw a record number of applicants (more than 60), said **Brad Hancock, director of TCU's Neeley Entrepreneurship Center**.

Because of the demands of college, **TCU freshman Gabrielle McBay** decided late last year to focus her baking business on special events instead of individual orders. The DeSoto teen started the business, Crumbs by Gabrielle, at 14. Her recent decision hasn't hurt business: Sales so far this year equal the \$5,000 in sales for all of last year, McBay said.

### Fort Worth BusinessPress



May 23, 2011

#### People/Honors and Awards

Finance and real estate professor **Joe Lipscomb** is the **Neeley Alumni Professor of the Year at Texas Christian University**. Lipscomb, who came to TCU in 1977, is director of the LKCM Center for Financial Studies. An expert in real estate valuation, Lipscomb has a Ph.D. and MBA in Finance from the University of Houston. He was president of the American Real Estate Society in 2001-02, taught a course on European Monetary Union in Italy in 2003, and worked in Mexico investigating how to establish a secondary mortgage market. As Neeley Alumni Professor of the Year, Lipscomb will speak at Neeley alumni events around the country throughout the 2011-12 school year.

## Neeley in the News - continued

### San Antonio Express-News

May 25, 2011

**TCU honors Frost Bank with Neeley Award** - by *Patrick Danner*

San Antonio-based Frost Bank was named the first recipient of the Neeley Alumni Business of the Year by the alumni of the Neeley School of Business at Texas Christian University. The award honors a business, either owned by alumni or employing TCU alumni in executive leadership roles, which supports the university. Frost has several Neeley alumni in leadership roles and it has sponsored the university's Tandy Executive Speaker Series for 10 years.



May/June 2011

**Today's student entrepreneurs want it to do it all: Make a profit and make a difference** - by *Sharon Shinn*

While academics produce a variety of definitions for the term *social entrepreneurship*, they generally agree on the basic outline: It's practiced by an organization that addresses social and environmental needs that aren't being adequately met by governments or private enterprises. But there's a new dimension creeping into the definition. It's *sustainable*. It's *profitable*. It exists not only to do good, but also to make money in the process....

In fact, both sides of the social entrepreneurship equation are coming to the conclusion they need each other, says **Raymond M. Smilor, the Robert and Edith Schumacher Executive Faculty Fellow at Texas Christian University's Neeley School of Business in Fort Worth**. "You can have a social enterprise, but unless it's also a business, it's not going to be sustainable," he says. "And you can have a for-profit business, but if you don't create meaning along the way, you're less likely to succeed in the marketplace."

That puts a challenge straight before the growing number of business schools designing social entrepreneurship programs today: How can they teach students to build businesses that are both sustainable and profitable? What kinds of classes should they deliver, and what kinds of experiences should they offer? Here, five experts in the field offer eight ways to make social entrepreneurship a key part of the business school curriculum.

1. Capitalize on student interest. **Smilor** notes that more than 350 students belong to **TCU's College Entrepreneurs Organization**.
2. Infuse social entrepreneurship throughout the coursework.
3. Teach it across disciplines. At **TCU**, social entrepreneurship reaches across campus to schools as diverse as engineering, journalism, nursing, and fashion design. "We've found that entrepreneurship applies to any discipline where students see the potential to be their own bosses," says **Smilor**. Using and matching a small grant from the Coleman Foundation, **TCU** supports eight Faculty Fellows in entrepreneurship who are promoting the notion that "entrepreneurship isn't a business discipline. It's a way of thinking. It includes skills that can be applied to any discipline."
4. Offer more role models. While most business programs expose students to successful executives, schools focusing on social entrepreneurship bring in a special kind of business owner with a certain way of looking at the world. At **TCU**, students learn about entrepreneurs like John Mackey of Whole Foods and Tony Hsieh of Zappos, who have created wildly successful enterprises built on expressed values. But they also meet more local heroes. "I find people in the community who are doing stunning things, and invite them in to tell their stories," says **Smilor**. "That's a powerful way to help students understand the key elements involved in social entrepreneurship and for outsiders to communicate the spirit and challenge of running a social enterprise."  
Students also have a chance to meet role models in a **TCU** class billed as the "entrepreneur's road trip." They tour the state visiting companies to learn what makes them successful and how the owners have engaged with the community in ways that reflect their values.
5. Take it outside the classroom.
6. Offer real-world experiences.
7. Prepare students for a wide range of jobs.
8. Keep fine-tuning the program. **Smilor** suggests that schools expand their own perspectives on teaching social entrepreneurship by inviting faculty from other schools to talk about what they do and how they do it.

## Neeley in the News - continued



**May/June 2011**

### **Ventures, Values – by Raymond Smilor**

At TCU, we have a program called ventures and values, which has two objectives. First, we help students improve their strengths, instead of trying to improve their weaknesses. Second, we help them determine their core virtues. Then we say, “Build an enterprise that reflects both your talents and core virtues.”

In my opportunity recognition class, I teach creativity and feasibility assessment, where students learn that everyone is creative—just in different ways. We do a “jam session” exercise, where student teams choose musical instruments and take 20 minutes to prepare an original score that they must perform for three minutes. While some claim they’re not musical, each group always manages to create successful songs.

Then I debrief them. “Who wrote the music? Maybe that person is innovatively creative. Who did the organizing? Maybe that person is adaptively creative.” this exercise helps students identify their creative strengths.

In the “flying device game,” students use any material to build something that will fly across the room; the winning entry goes the farthest in the straightest line, afterward, students reflect on how they treated each other to better understand how they would like to act in their own companies someday.

We’re in the process of launching a business plan competition, involving other schools, which will be an extension of this approach. We’ll ask students to present a plan that’s not only economically viable, but also reflects their values.

In all these efforts, we make it clear there has to be a social dimension to any organization students create. They need to base their businesses on their values and the things that have meaning for them. If they do that, the money will follow.

*TCU’s Raymond Smilor won the John E. Hughes Award for Entrepreneurial Advocacy from the United States Association for Small Business and Entrepreneurship (USABE) at its annual conference in January. There, the entrepreneurship program at TCU’s Neeley School also was named the 2011 National Model Undergraduate Entrepreneurship Program.*