

June 2009 Neeley enews  
In the News

# Star-Telegram

May 8, 2009

**Fort Worth's first Sam Moon store opens Friday**

**Company opening its first Fort Worth shop today, with goal of creating a 'shopping heaven' for women - By John Austin**

FORT WORTH — The new Moon is up in far north Fort Worth.

"The Home Depot of women's handbags and accessories" is what Daniel Moon, vice president and general counsel, calls Dallas-based Sam Moon Trading Co., which opens today at Alliance Town Center. "Our focus," he said, "has always been on merchandise, more so than on customer service—best goods at the best price."

The newest Sam Moon Center is part of a \$50 million-a-year, family-owned, cheap-chic retail empire. There are also stores in Dallas, Frisco and The Woodlands, near Houston.

"I love that place. A friend took me years ago. I've been hooked ever since," said Shelly Wheaton, 47, a Fort Worth interior designer. "You're going to find something, especially if you don't want to spend a lot of money on a trendy look."

**Julie Baker, a Texas Christian University marketing professor**, has been to the Moon, too, which she calls "shopping heaven." "They bring together in one space a very large selection of very low-priced, fun things to accessorize with. You can go in there and spend \$100 and come out with five scarves and three bags," Baker said.

# Star-Telegram

May 8, 2009

**Growing an international outlook at area universities - By Barbara Coots**

Area universities are going global, with innovative degree plans and an international emphasis in both academic and student life programs.

The result: students who are both intellectually and socially prepared to address the complicated issues facing them in today's marketplace — issues like the eradication of poverty, the improvement of economics and healthcare in developing countries, the effectiveness of foreign aid, and the optimization of energy sources.

Realizing the importance of cultural awareness and human interaction, universities are incorporating more hands-on experience. The **Neeley School of Business at Texas Christian University (TCU)** offers study-abroad programs in 10 different countries, and David Boren, president of the University of Oklahoma (OU) plans to increase such programs by 50 percent over the next four years, pledging an additional \$100,000 in presidential scholarships to make it happen.

At TCU, **Neeley's** students receive "first-hand insight into how the business world is intricately linked, while encouraging curiosity and openness about business differences and similarities," said Shawn Kornegay, associate director of communications.

## The Dallas Morning News

## The Dallas Morning News



**Progress continues for 3 young entrepreneurs profiled a year ago - By Sheryl Jean Livney+Partners**

The past year has been busy for 5-year-old Livney+Partners: It opened an Austin office, hired a full-time creative director and added 11 contract employees. Revenue for the Fort Worth interactive marketing firm nearly quadrupled to \$250,000 last year from 2007, founder Jeff Livney said. At 21, Livney is still in school. **He's a junior at Texas Christian University with a double major in marketing and entrepreneurial management.**



# Star-Telegram

May 18, 2009

**College grads facing 'worst entry-level job market' in years - By Scott Nishimura**

**Ashley Davidson, who graduated with a bachelor's degree in finance from Texas Christian University** last weekend, had a relatively worry-free spring compared with a lot of her friends. Davidson, 21, sealed a deal in November to work as a middle school math teacher in Houston. So while many fellow graduates are still hunting for jobs, she's getting ready to move June 4. "I started early," said Davidson, who hails from Newark, 25 miles northwest of Fort Worth. "I pretty much knew what I had to do."

In North Texas, college career advisers say they've seen a surge in internship opportunities, many tailored to graduating seniors, not students who will go back to school in the fall.

"Companies are identifying needs, and they can't hire people for long-term positions," said **LaTanya Johns, director of the Graduate Career Service Center at TCU's Neeley School of Business**. "A lot of our [MBA] graduates have taken either part-time or contract jobs."

Internships offer graduating students a great way "to get their foot in the door," **Johns** said. "They stay current, and they're going into these internships knowing that things are going to shift."

**Jennifer Braatz, 22, of Dallas just graduated from TCU with a Bachelor of Business Administration in finance and a Spanish minor**. She landed a job this spring with ISNetworld, a Dallas software company, after launching her job search in September, just ahead of the teeth of the downturn. "I tried to do corporate finance" but found little, said Braatz, who did internships for investment firms in New York and North Texas and was also a member of **TCU's prestigious Neeley Fellows for 2009**.



May 19, 2009

**Obama wants better fuel efficiency - by Fil Alvarado**

**Finance professor Stan Block** was interviewed by reporter Fil Alvarado on the new fuel efficiency requirement.

**Block:** "I think he's got good intentions but he tends to pull things in two different directions at the same time."

Reporter: Professor Stan Block with TCU's Neeley School of Business says while the government is doing its best to save the struggling auto industry, moving up the more stringent emissions standards is a bit of a road block.

**Block:** "Texas will be heavily impacted because of the larger cars, the SUVs, the large amount of driving that's done in the state of Texas."



May 21, 2009

**18-year-old mower mogul**

Eat, sleep, mow. It is the motto of 18 year old Steven Crandall, who started a lawn service with his younger brother 4 years ago. Not exactly by choice. Steven Crandall says, "My mom, brother and I were eating dinner one night and she told us we needed to start earning our own money." The boys took it seriously.

Steven eventually took over. This year, Crandall Brothers Lawn Service should rake in about \$50,000 dollars. It's money their single mother says goes a long way. Deborah Crandall says, "They're able to do things that I would have had to say, 'You know we don't have the money to do that', so now they can do that."

**Steven says the business earned him a TCU Young Entrepreneur of the Year Award and a \$10,000 scholarship.**



**May 25, 2009**

**Recession's financial issues confusing to consumers** - *By Leslie Wimmer*

While misunderstandings about the complicated finance issues behind the recession still exist, Americans have become more educated on personal finance matters during the past year.

Area banking and finance officials say for the most part, Americans don't understand most of the intricate issues in the banking, real estate and finance industries that led the economy into recession, but that since early 2008, the public has gone through a crash course in personal finance and learned the importance of saving money.

The financial issues behind the recession are "very complicated, and unless one almost specializes in that area, it's difficult to follow everything that's going on," said **Stanley Block, a finance professor at Texas Christian University's Neeley School of Business**. "It's my opinion that the public has a pretty reasonable understanding of the stock market ... but in terms of federal deficit, and the banking situation in particular, I think the public has a great deal of trouble understanding what's going on."