

## FORT WORTH BUSINESS PRESS

September 2, 2017

**Economic and Logistical Casualties of Harvey** – *by Nealie Sanchez*

Fort Worth has sent resources to assist with relief efforts in the wake of Hurricane Harvey, but the devastation in Houston has just begun to trickle into the Fort Worth area in subtle ways. Given that the Dallas-Fort Worth area and Houston are two of the top logistics hubs in the United States, some turbulence among industries is to be expected.

The Southeast Texas coast is home to 23.5 percent of Texas' population and 25 percent of total Texas jobs, according to a study conducted by The Perryman Group in 2015. Counties along the Texas Gulf Coast make up "a significant proportion of overall business activity in Texas" and account for about 33.4 percent of Texas' real gross product, the Perryman study states.

The floodwaters have affected private logistics companies such as BNSF Railway Co., based in Fort Worth. Washed out railways have affected the railroad's operations in the Houston area. According to a statement by BNSF, the company has "suspended all traffic into or out of Houston." The BNSF command center "is in frequent communication with local, state and federal emergency personnel to evaluate conditions and determine when operations can safely resume." Amy Casas, BNSF's director of corporate communications, did not release any information on BNSF's Alliance railyard in particular.

A residual effect of Harvey that will be highly visible to motorists is the sudden hike in gas prices.

**"People in Fort Worth should expect for fuel to become slightly more expensive for a while," said Travis Tokar, associate professor of supply chain management at Texas Christian University's Neeley School of Business. "Industries relying on the supply of chemicals from Houston should expect delays in acquiring those materials, or should leverage alternative sources until this crisis is resolved."**

## FORT WORTH BUSINESS PRESS

September 15, 2017

**TCU, SMU give each other the 'business' over Iron Skillet**

The Iron Skillet game between the TCU Horned Frogs and the SMU Mustangs has the schools giving each other the "business."

**Homer Erikson, dean of the TCU Neeley School of Business in Fort Worth, and Matt Myers, dean of the SMU Cox School of Business in Dallas, have a friendly wager over which university's football team will win this year's Battle of the Iron Skillet, September 16 at Amon Carter Stadium. In honor of the Horned Frogs, Dean Erikson sent Dean Myers a bottle of Purple Cowboy wine, a purple TCU Neeley polo, a TCU coffee mug and TCU #1 foam finger. In honor of the Mustangs, Dean Myers sent Dean Erikson a bottle of Iron Horse champagne, along with a logoed T-shirt and other red and blue SMU-specific apparel.**



Come Monday morning, the dean on the losing side of this 71-year-old football rivalry will wear the other's colors and toast the winning team for a photo opp. According to odds-makers, TCU is an almost 20-point favorite, but both teams are 2 and 0 going into the game. The game, which alternates between Dallas and Fort Worth every fall, will be held at Amon G. Carter Stadium this Saturday, September 16. Kickoff is at 2:30 p.m. The Horned Frogs lead the Iron Skillet series with 49 wins, 40 losses and 7 ties.



September 15, 2017  
**Battle for the Iron Skillet**

The battle for the iron skillet happens tomorrow in Fort Worth. That is nickname for the annual matchup between TCU and SMU. And there is an actual Iron Skillet. It is a traveling trophy that dates back to 1946. This year there is a friendly wager with the business school deans. That is Matt Myers. He sent gear and bottle of wine to TCU dean Homer Erekson. And the TCU dean sent a TCU version of the package was sent to Myers. The loser will wear the winning team colors and toast them on Monday. TCU is nationally ranked heading into this game, number 20, but both teams are 2-0 for the season.



September 18, 2017

SMU's Business School Dean Dons TCU Garb After Pigskin Bet – by Danielle Abril

*Matthew Myers lost a wager with **Dean O. Homer Erikson** and held up his end of the bargain.*

As a Southern Methodist University alumna, it's always a bitter pill to swallow when Texas Christian University wins the Battle of the Iron Skillet, the two schools' longtime rivalry football game. Every now and then the Mustangs "fry the Frogs," if for no other reason than to bump them down in the rankings.

This year, the deans of SMU's Cox School of Business and **TCU's Neeley School of Business** decided to turn up the volume on the annual tradition. The two entered into a wager. The terms? The dean whose school loses would have to don spirit items from the winning school.

The items would be boxed up and sent by the winning dean himself.



O. Homer Erikson, dean at TCU's Neeley School of Business, prepped the box full of TCU garb to send to Myers.

Both deans prepared boxes, but of course just one of them prevailed. And the outcome didn't come as a big shock to Cox School Dean Matthew Myers, who lost the wager Saturday when TCU defeated SMU 56-36. The Big 12's TCU, after all, had entered the game ranked No. 20 nationally.

Regardless, the new Cox School dean, who's just a month and a half into his job, backed the ponies wholeheartedly—and unfortunately, that also meant paying the price wholeheartedly.

"For better or for worse ... congratulations to our Horned Frog friends at the **Neeley School,**" Myers wrote in a statement sent to *D CEO*, following up with a custom hashtag: "#waittillnextyearGoPonies!"

So today, for one day only, Myers is donning some TCU purple—though his pony pride isn't the least bit bruised. SMU says the tentative date for next year's Iron Skillet game is Sept. 8.



Matthew Myers, dean of SMU's Cox School of Business, dons TCU gear after losing his wager over the weekend.

## FORT WORTH BUSINESS PRESS

September 18, 2017

Things are getting purple today at SMU Cox School of Business

**Homer Erikson, dean of the TCU Neeley School of Business in Fort Worth**, and Matt Myers, dean of the SMU Cox School of Business in Dallas, had a friendly wager over which university's football team would win this year's Battle of the Iron Skillet, September 16 at Amon Carter Stadium. **Erikson sent Myers a bottle of Purple Cowboy wine,**



**a purple TCU Neeley polo, a TCU coffee mug and TCU #1 foam finger.** Myers sent a bottle of Iron Horse champagne, an SMU T-shirt and SMU Cox mug. Monday, following TCU's victory on Saturday, SMU's Myers is sporting the TCU foam finger and coffee mug, with the bottle of wine nearby. Stayed tuned for September 2018.



September 29, 2017

**Bakery employs individuals with intellectual and developmental disabilities to bake cookies, cupcakes –**  
*by Rachel Watson*

Zoe Bruyn wasn't your typical lemonade stand kid growing up; she launched a salon in her house at the age of 5. She also grew up with three cousins who have disabilities. Last year, when an idea dawned on her for a business that would empower workers with special needs, she knew it was time to act.

Bruyn, a 2017 graduate of Grand Valley State University who studied business administration, is founder and CEO of Stir It Up Bakery, launched in January. The business employs three bakers with intellectual and developmental disabilities, as well as a manager who does not have a disability.

Bruyn's experience working with individuals with disabilities dates back a few years. In 2013, she started volunteering at the Christian nonprofit Young Life and worked in its Capernaum ministry for those with special needs.

"A lot of my friends at Capernaum would come to me and say, 'Zoe I'm looking for a job, do you know who's hiring?' And I didn't know where to point them," Bruyn said. "Individuals with intellectual disabilities in the state of Michigan are allowed to go to school until age 26, then they are supposed to go into the workforce. But they can't always find jobs. I wanted to create an opportunity for them to start working."

In March 2016, Bruyn hit upon the idea for a bakery after conversations at Capernaum. For several months, she worked on testing products in her parents' kitchen, operating under Michigan cottage law. In January, she made the switch to renting commercial kitchen space at Trinity United Methodist Church in Eastown.

Bruyn has funded the bakery through her savings but also by winning several competitions.

**In April, she won \$10,000 in cash and \$10,000 in in-kind services at the 2017 Values and Ventures Competition at the Neeley School of Business at Texas Christian University** — the same week she won Northwestern Mutual Master Track Grand Prize of \$5,000 at the MWest Challenge held at GVSU.

She said she has appreciated having access to so many startup resources, and she is using the funds to cover overhead as well as to plan for the future.