

# Making Headlines

News stories featuring the Neeley School of Business at TCU

## Star-Telegram

September 2, 2010

### A top-100 ranking

TCU's Neeley School of Business ranked 88th out of 559 undergraduate business schools in *U.S. News & World Report's* annual rankings. The mag surveyed deans and senior faculty at undergraduate business programs accredited by the Association to Advance Collegiate Schools of Business. In Texas, the University of Texas at Austin tied at No. 7 with Carnegie Mellon University and the University of North Carolina-Chapel Hill. The University of Pennsylvania ranked No. 1. **Homer Erikson, the Neeley School's John V. Roach dean**, said, "This recognition is a tribute to the accomplishments of our faculty and staff as they support outstanding teaching and research new ideas that impact the practice of business."



September 9, 2010

### Boards & Organizations

The Neeley School of Business at TCU announced the addition of five new members of the **Neeley International Board of Visitors**: John Boettcher, managing director of strategic alliances, American Airlines; Thomas Bradley, vice president of finance and business operations, Lockheed Martin Aeronautics Co.; Peter Brown, chairman, Grassmere Partners LLC; Jim Estill, chairman, president and CEO, Calloway's Nursery; and Chip Webster, president, chief operating officer, Adams Resources and Energy.



September 15, 2010

### Lagging confidence: Survey looks at Texas business performance – by Rob Robertson

Many Texas businesses may be doing better on the books these days, but that has yet to stimulate new hiring or new business development spending, according to a recent survey of Texas businesses and consumers. That was the prevailing viewpoint of Capital One Bank's Market Pulse survey for the second quarter 2010, which the Virginia-based bank uses to gauge the economic sentiments of businesses and consumers in Texas.

**Homer Erikson, the John V. Roach Dean of the Neeley School of Business at Texas Christian University**, said the survey illustrates just how important consistency is to business owners and consumers alike. "We have had some significant shocks to the economy in recent months and we have also had aggressive behavior both by congress and the Fed to address those shocks," **Erikson** said. "Even though the intent by those entities was to address unusual conditions, I think such actions can also be destabilizing."

**Erikson** said business owners need the expectation of long-term stability in the economy before confidence – and hiring and spending practices – will improve. "We've been wobbling around without much consistency and that is going to undermine business confidence," **Erikson** said, adding that patience will be needed going forward while the nascent recovery builds momentum. Barring another Lehman Brothers or BP-style shock, **Erikson** said it is time to let the markets work. "We are at a place where the Fed can't do much of anything anymore and new initiatives, though well-intended, may simply continue to add to concerns about economic consistency and stability," he said. "Businesses are looking for signals that we are going to move toward consistency. They may not work perfectly, but I think markets will work if we give them time."

## Neeley in the News - continued



September 20, 2010

### 15 Tips For Raising A Young Mogul

**The secrets (and perils) of nurturing a future Master of the Universe** - *By Dale Buss and Melanie Lindner,*

Sixth-grader **Gabrielle McBay** discovered she liked making sugar cookies from scratch at summer camp in Desoto, Texas. The following school year she filled Valentine's Day orders for her classmates.

"At first I just charged \$1 or something, because my mom stopped buying the groceries for me," recalls McBay, now a **freshman at Texas Christian University** and a seasoned entrepreneur. Crumbs by Gabrielle now churns out eight varieties of cookies, including chocolate-chip and oatmeal-raisin. Renting space at a nearby cake bakery, McBay has pulled in a modest \$8,000 in sales thus far, including a chunk from her school's foodservice provider. But she has far bigger plans: a chain of "cookie lounges" that are a combination of a bakery and a coffee house.

Tips on rearing budding tycoons: **Put it all in context.** It's never too early to teach children the importance of entrepreneurship to the world at large. "Show them that they can make a buck but also make the world a better place," says **Brad Hancock, director of the Neely Entrepreneurship Center at Texas Christian University.** Steer them, for instance, toward Kiva.org, where they can lend some of their profits to other striving entrepreneurs in developing countries.



September 22, 2010

### Blockbuster Expected to File for Bankruptcy

 - *By Julie Tam*

Dallas-based Blockbuster Inc. is expected to file for Chapter 11 bankruptcy within days, according to media reports. "Without bankruptcy, they will not continue to exist," said **Stan Block, a professor of finance at Texas Christian University.** "Today, their stock is no longer trading, but it was trading at six cents a share. They've got 5,000 stores in which they have leases, and they can't meet the lease payments."



## Star-Telegram

September 23, 2010

### Blockbuster aims to retrench in bankruptcy

 - *By Jack Z. Smith*

Dallas-based Blockbuster, once the undisputed king of the video rental business, filed for Chapter 11 bankruptcy protection in New York on Thursday but said its 3,300 U.S. stores will remain open -- at least for now.

Longtime **TCU finance professor Stan Block** said he thinks Blockbuster "can survive in the digital age" if it develops "new products and new ways of doing things." **Block** expects Blockbuster will shut down at least 1,000 of its more than 5,000 stores worldwide.

After emerging from bankruptcy, Blockbuster officials hope the company only remaining debt will be the \$125 million loan. Stockholders, however, "will receive nothing," **Block** said, and holders of junior (subordinated) debt "will get next to nothing."

## Neeley in the News - continued

September 30, 2010

### Fee dispute involves club where membership is now or never - *By Dave Lieber*

DirectBuy describes itself as “the leading home improvement and furnishings club that offers merchandise at manufacturer-direct prices without traditional retail markup.” To join, you must attend a showroom tour at an area club (Fort Worth has a franchise on East Loop 820). Then you can look at sample catalogs showing prices on items offered. If you don’t join on the spot (prices are roughly \$3,000 and up for various levels), you don’t get a chance to join again. *Consumer Reports* called the selling sessions “intense.”

**Julie Baker, a TCU professor of marketing**, says she researched the company two years ago when she was doing a kitchen renovation similar to Greco’s. She said a membership makes sense if someone is redoing an entire house and plans to buy many items. “I don’t think it is for everybody,” she said. Members have to spend a lot of money to recoup their initial investment. The best way to evaluate, she says, is to research beforehand what you want to buy, so when you take the tour you can compare their prices to prices elsewhere. She calls the notion of forcing people to join on the spot “a pressure tactic” and adds, “I would be leery of a company that is so aggressive.”

# BizEd

September/October 2010

Robert P. Leone has been named the 1020 Churchill Award winner for lifetime achievement in the academic study of marketing research. The annual award is given out by the Marketing Research Special Interest Group of the American Marketing Association. Leone is the J. Vaughn and Evelyne H. Wilson Chair and Professor of Marketing at the Neeley School of Business at Texas Christian University in Fort Worth, Texas.



# SUPPLYCHAIN

MANAGEMENT REVIEW

September/October 2010

### Profiles in Leadership

#### The Global Builder: Nancy W. Nix - *By John Kerr*

Nancy Nix, professor of supply chain management and director of the EMBA program at the Neeley School of Business at TCU, was profiled in a two-page article on her global leadership, business experience and strategic thinking, and her emphasis on developing supply chain talent.

“I tell my students that in our society, we always go for the easy answer of spending more money and getting more resources,” she says. “But in other places, they figure out how to get it done with what they’ve got.”

Nix’s hands-on work experience overseas made its mark on her in other ways—notable in the global perspective that she brings to her work at TCU and to her interaction with the Council for Supply chain Management Professionals, where she is the chair-elect for 2010-2011.

Nix has, in the span of nine years, spearheaded the development of supply chain education at TCU from the ground up. Beginning in 2001, she established and led the Supply and Value Chain Center as a significant area of focus at TCU’s M.J. Neeley School of Business. Starting as an assistant professor of supply chain practice, Nix used her many industry contacts to engage corporate sponsors to serve as strategic advisors and provide funding to develop what was to become a nationally competitive supply chain program. She led the effort to develop an undergraduate major in supply chain studies and an MBA certificate program in supply and value chain management.



Dr. Nancy W. Nix helps individuals develop strong supply chain skills and a truly global perspective.