

Neeley in the News

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ENGLAND IN AS DEPUTY SECRETARY OF DEFENSE - *By Dawn S. Onley*

Neeley School alumnus Gordon England was named by deputy secretary of Defense. England also worked briefly as the first deputy secretary of Homeland Security. He graduated from the University of Maryland and earned a master's degree from the Neeley School of Business at TCU. 1/5/06



NEELEY SCHOOL OFFERS NEW PROGRAM TO MBA STUDENTS – *By Sarah McClellan-Brandt*

The Graduate Career Services office of the Neeley School of Business at TCU announced a partnership with Stanton Chase International, a global executive search firm, to provide a career consulting and coaching program for second-year MBA students. The program, The MBA Edge, is eight-weeks long and involves workshops, meetings and one-on-one sessions with consultants and career specialists. Neeley is one of just three schools nationwide offering it.

Shirley Rasberry, director of Graduate Career Services, commented: “Neeley provides the latest trends and tactics for our MBA students so they can master the constantly-changing ground rules, target the companies and industries that offer the most desirable long-term career prospects, and merchandise themselves for success. This program is a reflection of Neeley’s commitment to personalized education that emphasizes practical and applied business skills.” 1/9/06



NEELEY SCHOOL ANNOUNCES NEW SUMMER PROGRAM FOR NON-BUSINESS MAJORS

Deb Baker, program director for the Summer Business Program, cited that the new, special four-week summer program for non-business majors provides a certificate in business for students in their junior or senior year of college and for recent college graduates. “Today’s workforce requires business essentials in every career field. The Neeley School’s Summer Business Program is designed to give non-business majors expertise to advance as leaders within their chosen field, as well as a competitive edge in the job market.”



ANNALS OF CONSUMERISM: Brand Recall – *By Stephanie Hoo*

Eric Yorkston, assistant professor of marketing, was feature for his research showing that consumers remember a brand more easily when the gender implied by the name fits the product. “This could be one of the reasons why Toyota has had a hard time breaking into the SUV market. We just don’t think of Toyota as producing these large, powerful cars.” 1/13/06

Star-Telegram FORT WORTH

GIFT FOR SPORTS HELPS BEYOND THE BLEACHERS – By Mitchell Schnurman

Dean Daniel Short commented on a recent large gift to a university's sports department, saying that few things can remake a school's image so quickly. Consider the case of Kansas State, which was dubbed "Futility U" in 1989. Short, who was at K-State during that time, said: "I believe the engine of K-State's growth was the national prominence of the football team." Education is an intangible, he added, and sports is part of the package, along with recreation centers and even the landscaping of the campus. Picking between athletics and academics is like trying to pick between steering and brakes on a car. "It's a lot better if both are good," he said. 1/16/06

Star-Telegram FORT WORTH

TRAVELOCITY HEAD TO TALK AT TCU – By David Wethe

Michelle Peluso, chief executive of Southlake-based Travelocity, will speak at the TCU Business Breakfast on Feb. 7. The event runs from 7 to 8:30 a.m. at the D.J. Kelly Visitors Center on the TCU campus in Fort Worth. Tickets are \$20 per person. 1/16/06



NEELEY SCHOOL INTRODUCES THE MBA EDGE CAREER DEVELOPMENT PROGRAM

The Graduate Career Service office of the Neeley School of Business was cited as partnering with Stanton Chase International, a global retained executive search firm, to provide The MBA Edge, a career consulting and coaching program for second year fulltime MBA students. The eight-week program combines workshops, team meetings and one-on-one sessions with Stanton Chase consultants and career specialists. 1/17/06



NEELEY TO OFFER SUMMER PROGRAM: Director: Curriculum Benefits Any Major - By Jeff Eskew

Laura Meade, academic director for the Summer Business Program, commented on the new program for TCU non-business majors. Regardless of whether they (students) are trying to do a venture on their own, or if they are within a company, the overlying aspect of business would be advantageous to them." Meade said students will learn accounting basics, ethics and business law, human resource management and how to conduct interviews, along with other basic concepts. 1/20/06



WEB CLASSES IMPERSONAL, STUDENTS SAY - By Leslie Honey

Bill Moncrief, senior associate dean, commented on TCU's decision not to make despite the fact undergraduate online courses available. He said the school offered an online marketing course three years ago in which students met once a week in the classroom and once a week online. However, there was not a student demand for the class. "Frankly, students didn't like it," he said. 1/24/06

WESTERN WAREHOUSE: WALLACE DIVES BOOTS FIRST INTO THE NITTY-GRITTY – *By Robert Francis*

MBA alumnus Brad Wallace was featured for his companies buyout of Western Warehouse. Wallace, who received his MBA from TCU last year, said being on the operating side of the business has added to his perspective. “I’ve always been involved either at the board level or at a more strategic level. This is my first extended stint at the operating level, so I’m really getting down in the details,” he said. 1/30/06



TRAVELOCITY CEO MICHELLE PELUSO WILL SPEAK FEB. 7

Michelle Peluso, President And CEO of Travelocity, will be the featured speaker at the Neeley School’s Charles Tandy Executive Speaker Series on Tuesday, February 7. The breakfast event is set for 7-8:30 am at the Kelly Center. 1/30/06