

Neeley in the News

January 2007



Fort Worth Business Press

January 8, 2007

Fort Worth Chamber announces Rising Star finalists

Fourteen Tarrant County businesses have been named finalists for the Fort Worth Chamber of Commerce's annual "Rising Star" Small Business of the Year Awards... The 2007 "Rising Star" awards program is presented by Citizens National Bank. Sponsors are TCU's Neeley School of Business, Lockheed Martin, Pro Staff Personnel Services, hireMAX and the Fort Worth Business Press.

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January 8, 2007

Neeley School offers exclusive certification program - by Jenny Eure

The TCU Tandy Center for Executive Leadership will soon offer an exclusive executive coaching certification program. Cincinnati-based Sherpa Executive Coaching will lead the certification program, which begins with its first phase Jan. 23-24. The second part of the program will be offered Feb. 13-14, March 6-7, and March 28-29. The program includes the six phases of Sherpa coaching. It is helpful for human resource professionals and independent executive consultants, said Deb Baker, director of executive development at the Tandy Center, in a prepared statement.

The Dallas Morning News

January 10, 2007

Giving gives back to Exxon - by Cheryl Hall

How does Exxon Mobil Corp. recycle some of its outrageously good fortune to the common good? Inquiring minds want to know.

Dan Short, dean of the business school at Texas Christian University, takes it further. Citing Warren Buffett and Milton Friedman, Dr. Short argues that companies should distribute the money as dividends and let shareholders make the donations. Then he poses an intriguing question: "Is a company more socially responsible if it provides funds for indigent health care or if it provides health insurance for all of its employees? A company that takes care of its employees and customers may be much more responsible than one that simply writes large checks to charities."

Sounds like fodder for a future column.



Star-Telegram

January 17, 2007

UTA to open new center - by John Austin

The University of Texas at Arlington is hauling a train load of new programs into its just-opened Fort Worth Center at the historic Santa Fe Freight Building. Bob Gatewood, director of the executive MBA program at Texas Christian University said that while executive MBA programs don't attract as many students as the traditional MBA, there's a healthy demand. Students, who are usually older midlevel managers or above can attend classes full time on weekends while working and spending time with their families. "About 50 to 60 percent of the students are paid for by their companies," at TCU's program, Gatewood said. "People have to add education to be able to compete successfully."



January 19, 2007

Authors to offer leadership class - by Katie Giangreco

Much like a sherpa guides climbers up a mountain, an executive coach helps employees with leadership skills for the workplace.

That was the idea authors Brenda Corbett and Judith Coleman had when they wrote "The Sherpa Guide: The Process-Driven Executive Coaching," said Deb Baker, director of executive development for Tandy Hall. The authors of the book developed a course that teaches consultants, executives and human resource professionals how to become better leaders, Baker said. The three-part course, which costs \$7,500, will be take place in eight days in January through March. Both authors will teach the course in Tandy Hall for Executive Leadership at the Neeley School of Business.

Star-Telegram

January 21, 2007

UTA has winning plan for this city - by Mitchell Schnurman

Even in the elite world of postgraduate education, convenience matters. So does time and money. So much so that the University of Texas at Arlington is investing heavily in a satellite office in downtown Fort Worth, just 15 miles from its sprawling campus in Arlington, where it has 25,000 students, a library with a million volumes and lots of other resources.

Texas Christian University abandoned a graduate program in the Alliance corridor a few years ago. It concluded that its campus resources, including the concentration of faculty there, were a vital competitive advantage -- and a remote location offered none of that.

"We won't do that again," says Dan Short, dean of TCU's Neeley School of Business.

That doesn't mean it's wrong for UT-Arlington, however. "I think it's a brilliant move," Short says. "If I was at UTA, I'd do it myself."

TCU won't discount its price or accelerate its programs to compete, Short says. It will sell the quality of its programs, history and network, and will urge prospective students to look at school as a long-term investment.

Short says that both schools will benefit from the new competition, because UT-Arlington's entry will get more people looking at graduate school. About 36,000 people work in downtown Fort Worth, and UT-Arlington will also pull ambitious types from the hospital district and Hulen area.

