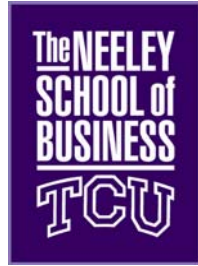


## Neeley in the News March 2006



### HOUSTON BUSINESS JOURNAL

#### **WHIZ KID WEAVES HEAVYWEIGHT WEB WORK** - *by Mary Ann Azevedo*

David Minor, director of the Neeley Entrepreneurship Program, and Sheryl Doll, program director for the TCU Texas Youth Entrepreneur of the Year awards, commented on a Houston High School student who won the competition. Jeff Livney won a \$5,000 scholarship. Doll said Livney's demeanor, confidence and knowledge of business was well beyond his years. Minor remarked that Livney "seemed to know more about business than a lot of adults do."

3/3/06

### Fort Worth Business Press

#### **DFW METROPLEX RANKS SECOND FOR CORPORATE EXPANSION, RELOCATION** – *By Stephanie Patrick*

Dean Daniel Short was called upon to comment on Texas being the leader of Site Selection magazine's ranking of states with the most corporate expansion and relocation activity, and Dallas-Fort Worth-Arlington ranking second after the Chicago area as the top metropolitan market. "It's a lot easier if other people are saying nice things about you, than if you are the only one saying nice things about you," he said. 3/6/06

### Dallas Business Journal

#### **VALUABLE ASSET: Fewer MBA STUDENTS DRAW MORE RECRUITERS, AND COMPANIES ARE OFFERING BIGGER SALARIES** - *by Jennifer Gordon*

Shirley Rasberry, director of the Neeley School's Graduate Career Service Center, was featured for her expertise on employers seeking MBA candidates. "The job market started turning around the end of last year. We're seeing a lot of not only the employers coming back to campus this year, but we're also seeing a lot of wanting to build relationships." Those relationship building efforts include trying to talk to faculty who could later recommend students, getting in the classrooms and partnering with the schools. "As the competition is going to be increasing for talent, I think all the major companies know that, and they want to be on the forefront in the students' minds." Internships also provide a good way for full-time MBA students to gain real-world experience and for companies to see what individual students are made of and how they perform outside of the classroom, she added. "Multiple internships do make you more appealing." 3/6/06

### The Birmingham News

#### **WHITES LESS AT EASE THAN BLACKS WITH DIFFERENT-RACE BOSS** - *By Sherri C. Goodman*

Christine Riordan, associate dean of External Relations and holder of the Luther Henderson University Chair in Leadership, was cited for her study on race relationships in the workplace, based on surveys of about 1,000 employees at an unidentified large Southeastern insurance company. "Our most significant findings are that while African-Americans and Caucasians both felt discrimination with racially different supervisors, Caucasians perceived less support from African-American supervisors than did African-Americans with white supervisors, and being racially different from a supervisor resulted in perceived discrimination that was both subtle and overt. Supervisors form ingroups and outgroups among their workers, and that can be based on race rather than work performance. Race remains a main trigger in U.S. society. It's still an issue." She recommended that workers and supervisors look for common ground to improve relationships. "The more similar you are to someone, the more prone you are to like that person. The more you like someone, the more favorable your relationship is, and people tend to be biased toward those with whom they have stronger relationships." 3/8/06

## North Texas e-News

### TEXAS HIGH SCHOOLERS HONORED FOR ENTREPRENEURIAL SPIRIT

The Neeley School of Business honors 25 Texas high school entrepreneurs for their success in business with the TCU Texas Youth Entrepreneur of the Year Awards. The Neeley Entrepreneurship Program hosts TCU Young Entrepreneur Days, bringing the state's most impressive high school entrepreneurs to Fort Worth. The 25 finalists visit TCU to consult with successful entrepreneurs, learn about TCU's award-winning entrepreneurship program and experience college life. 3/10/06

## The Dallas Morning News

### LOGISTICS FIELD OFFERS PLENTY OF MOVEMENT WIN AT NATIONAL COMPETITION HELPS GAIN EXPOSURE FOR TCU'S SUPPLY-CHAIN PROGRAM - *By Debbie DeLoach Anderson*

Neeley School seniors majoring in Supply Chain – Trey Davis, Jeff DeArment and Carsten Frederikson – were featured for their win as national champs for the 2006 Operation Stimulus competition, where they beat out representatives of some of the most prestigious supply chain programs in the country. The article stated that logistics is a connect-the-dots game played unknowingly every day by almost every one of us. More and more people are now choosing to make a career of it. And Texas Christian University in Fort Worth is among the nation's top schools in preparing students for management careers in logistics – the movement of goods from point of origin to point of consumption – through its 4-year-old supply-chain program.

Chad Autry, faculty adviser for the team, said: “We have a unique curriculum that gives theory its due diligence but continually emphasizes end-to-end concepts and real-world solutions.” He added that TCU undergraduates are working with American Airlines to analyze supply-chain technologies and will make a presentation to the company at the end of the semester. Exposure from its first national championship in supply-chain management is expected to help TCU grads compete with the big schools for jobs. 3/12/06

## Fort Worth Business Press

### EXPO THEME CENTERS ON LUCK OF THE IRISH – *By Sarah McClellan-Brandt*

The Lockheed Martin/Chase Bank Entrepreneur Expo, the Fort Worth Women's Business Center's annual gathering of business owners from all over the Metroplex, featured TCU's Growing Your Business Program: Taking Your Business to Your Next Level of Sales, Profits and Differentiation, will include a March 16 panel discussion led by Ed Riefenstahl, program director Neeley Entrepreneurship Program. 3/13/06

## Star-Telegram FORT WORTH

March 17, 2006

### DEMAND FUELS GROWTH IN LOCAL MBA PROGRAMS - *By Patrick Mcgee*

Robert Gatewood, director of the Executive MBA program, and MBA alum Heath Simpson were cited for this article on MBA programs. Gatewood said the Executive MBA program is expected to see higher enrollment, many companies pay for their employees' MBA education, and that 60 percent of the EMBA program's graduates report getting promoted within six months of graduation.

Simpson, who earned his MBA through the accelerated program in 2001 and is now an associate director for AT&T, said: “We (AT&T) find that having an MBA is what we're looking for. We know that if you have achieved an MBA, you have achieved a certain level. We know that if they've gotten an MBA, there's a uniform set of skills that we can rely on.” He said people with MBAs can plow through data and find the true value of a company or part of a company. 3/17/06

**NEW DEAN FOR PACIFIC BUSINESS SCHOOL - By Joe Goldeen**

Charles "Chuck" Williams, business professor at the Neeley School, was named the new dean of the Eberhardt School of Business at University of the Pacific, based in Stockton, Calif.

Bill Moncrief, who was interim business dean and hired Williams to be associate dean for undergraduate programming, described Williams as personable and easy to work with, with a "real feel for the educational industry right now. He came up with some real innovative programs that we still use today," Moncrief said, providing three examples he attributed to Williams' efforts:

TCU was the first business school in the nation to partner with The Wall Street Journal in an effort to get students to read daily business news. Every student pays \$19 per semester for a newspaper subscription or Internet access to the newspaper. The partnership program is now in 49 schools.

Before business students enter their sophomore year, they must take a test administered by Microsoft to become certified in Word, PowerPoint and Excel.

In the spring of their sophomore year, every student must participate in Interview Day, a 30-minute interview with a pair of business people from the community as if they were applying for a job. 3/22/06



**TEAMS COMPETE IN ENTERPRISE CREATION COMPETITION: The Enterprise Creation Competition gets underway today at Ball State University.**

A Team of students from the Neeley Entrepreneurship Program was listed as among only nine college teams invited to compete for \$13,000 in cash prizes during the ninth annual Enterprise Creation Competition at Ball State University. The Enterprise Creation Competition features the business plans of undergraduate students from across the country. Teams will be judged on the written business plan as well as an oral presentation. Finalists include teams from University of Arizona, Texas Christian University, Baylor University, Illinois State University, University of Central Florida, University of Michigan, Northwood University, Westmont College and the Ohio State University. 3/23/06



**The Business Maker's Show with Russ Capper**

**97.5 FM Houston, Texas**

In an interview with Jeff Livney, TCU Youth Entrepreneur of the Year Award First Place Winner, Livney talked about TCU, Neeley and the award. 3/25/06



**March 28, 2006**

**STUDENTS TAKE HOME HONORS AT BALL STATE - By Jeff Eskew**

A team of two students from the Neeley Entrepreneurship Program won the best effort award at the Ninth Annual Enterprise Creation Competition this past weekend at Ball State University in Muncie, Ind. Chris Schaum, a senior entrepreneurial management and marketing major, and Matt Jacobson, a senior finance and accounting major, were one of nine teams chosen for the finals with their idea for Time Zone Airlines, a private jet airline. In addition to the award, they received \$800. 3/28/06