

Star-Telegram

March 1, 2007

Long time, no see: Post offices hide their clocks - by *Barry Shlachter*

The clocks are disappearing from the nation's post offices....It's no conspiracy or science fiction-inspired mystery, but a quietly executed program by the U.S. Postal Service to take down all timepieces from retail areas of the country's 37,000 post offices....Julie Baker, a marketing professor at Texas Christian University's Neeley School of Business, said the post office is not alone in following casinos' lead...."A number of retail stores, grocery stores and banks have taken clocks down," Baker said....Although she doesn't like the post office's move, Baker noted that some research supports the notion that taking down clocks distracts people from considering how long they've been waiting. She cited papers with titles like "Perspectives on Queues: Social Justice and the Psychology of Queuing" and "Prescription for Waiting-in-Line Blues: Entertain, Enlighten and Engage."..."If you distract people from thinking about, or paying attention to, time passing, they perceive that it's less," Baker said. "But if I was running the post office, I would actually try to reduce the waiting time."

ROTAGRAPH

March 2, 2007

What Happens When the Baby Boomers Retire? - by *Deb Baker, Tandy Center for Executive Leadership*

There is a major challenge brewing for American business over the next decade as the Baby Boom Generation – those 78 million people born between 1946 and 1964 – approach retirement age and begin leaving the work force in droves. Retirement for this group begins in 2011 and lasts until 2029. The sheer number of retirees is expected to profoundly affect the work force, but it's not just their numbers that will be the problem for business – it's the fact that they'll take with them the knowledge and experience they have gained, their ability to drive revenues, reduce costs and help businesses operate smoothly. Some economists have even predicted this looming shortage of qualified, trained leaders may undermine the nation's competitiveness....Now, consider the next generation— Generation X. There are only 44 million in this group, roughly half the number of Baby Boomers. Who among them will be prepared to fill the management and leadership vacancies? What training and skills do they need to prepare them to assume these roles, especially in light of the atmosphere in which they will function, where there are only half as many people in the work force?...Employees are typically provided training in the basic technical skills to do the job, but the "soft skills," such as leadership skills and business acumen, are frequently taught only when the need becomes critical and often much too late to make an impact. In times of financial downturns, the training budget is often the first to be slashed....Amazingly, spending less than \$1,000 a year on training per employee generates, on average, a 6 percent improvement in total shareholder return according to a study by the American Society of Training and Development. Consider some of the specific ways that training can provide a return on investment: increasing employee retention and satisfaction, reducing turnover, improving processes and providing better communication and teamwork. Training can quickly pay for itself. It has often been said that people are the primary assets of any organization. With the looming shortage of workers, training and executive coaching will be more valuable than ever in preparing Generation X to assume the leadership roles which are being vacated by retiring Baby Boomers....Take a close look at your organization's next generation of leaders. Are they adequately trained to lead all facets of the company? Now is a good time to evaluate your organization's succession planning process and to incorporate training specifically designed to develop leadership skills in the next generation of American workers.

Dallas Business Journal

March 2, 2007

Business School All Stars 2007

by Lisa Tanner

Every year, the *Dallas Business Journal* asks each of the universities around the Metroplex offering Master of Business Administration degrees to identify two current students at their institution who they believe show great potential for future business success. Listed below are their nominees for 2007.

TEXAS CHRISTIAN UNIVERSITY

MBA Program Office
M.J. Neeley School of Business
Box 298540
Fort Worth 76129
MBA program contact: Dr. Peggy Conway, director
of MBA admissions
817-257-7989
p.conway@tcu.edu

JULIE BETH JACKSON



Year and place of birth:

1980 in Wheat Ridge, Colo.

What was your employment situation when you decided to study for the MBA? I

have a career foundation in commercial lending at Comerica, where I spent three years, with exposure to small

business, middle market and large corporate sectors. I was then involved with larger, more diverse business transactions at Merrill Lynch. While in graduate school, I was an investments intern at Crescent Real Estate Equities and analyzed the economics of property developments.

What influenced your decision? As my career progressed, I realized the benefits of a graduate business education, specifically the opportunity to further develop strategic thinking abilities and leadership skills. The one-year Accelerated MBA Program at TCU has allowed me to round out my understanding of financial management and real estate fundamentals as they apply to forming and implementing business decisions.

What are your strengths and weaknesses? I am driven to understand the reasons behind the numbers and gain a firm grasp of the economic

and market factors that affect an investment opportunity. I am passionate and committed to my work, but I have learned how to prioritize and excel at time management to deliver the best product for my work in the right amount of time.

What are your plans post-MBA? I am excited to graduate at an opportune time to be a part of the commercial real estate growth in the Dallas-Fort Worth area. Having degrees from both SMU and TCU gives me the advantage of being fully integrated into Dallas and Fort Worth. I want to build on my experience of evaluating investments and managing portfolios of assets.

MARC ORTIZ



Year and place of birth:

1977 in Monterey Park, Calif.

What was your employment situation when you decided to study for the MBA? I served six years

active duty with the U.S.

Army. After my second deployment to Iraq, I decided

to leave the service and pursue an MBA full time at TCU.

What influenced your decision? I decided to pursue an MBA because I felt I needed to learn how businesses make decisions. My leadership, people and soft skills were strong due to the leadership positions I held in the Army. What was missing was the technical knowledge behind accounting, finance and marketing, to name a few business areas.

What are your strengths and weaknesses? I feel that my strengths lie mainly with my leadership and team-leading skills. Today's business world relies on teams to make a difference in their organization and I believe these are critical skills to possess. As for weaknesses, there are times I do not lay out my expectations for performance for a given person and/or team. I am constantly trying to improve this area by communicating my expectations up front to the person and/or team.

What are your plans, post-MBA? I recently received and accepted an offer with Goldman Sachs. I will be working in global equity operations in the New York City area. I am definitely looking forward to this opportunity and living in the New York City area.

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Fort Worth Business Press

March 5, 2007

Animation marketing: FUNimation exec offers insight in TCU talk - by John Armistead

Animated television shows, cartoons, comics and home videos represent big business – \$4 billion annually – in the United States, according to Debra Kennedy, senior vice president of marketing at North Richland Hills-based FUNimation Entertainment.

Kennedy's presented her talk, "Strategically Marketing to Youth" at TCU Feb. 28. The event was sponsored by the Neeley School of Business and the American Marketing Association.



March 5, 2007

Macy's Shaking Up Employee Attire – Kristi Nelson reporting

Macy's stores will implement a new dress code this spring that will put all employees in black attire. Why the change? NBC 5's Kristi Nelson takes a look at the company's new uniform policy. Pam Stocker, assistant director, Graduate Career Services, Neeley School of business, was interviewed.



March 9, 2007

Blowing Money in Chicago – Janet Babin reporting

They don't exactly know why, but researchers have found that traders at the Chicago Mercantile Exchange make less money on windy days.

MARK AUSTIN THOMAS: You only have to follow the markets for a few weeks to know exchanges can work in some pretty strange ways. A group of researchers says you might be able to predict some trading action based on the wind. Janet Babin has more from the Marketplace Innovations Desk at North Carolina Public Radio.

JANET BABIN: It seems that wind and clouds can dampen business for futures traders at the Chicago Mercantile Exchange. That according to a study from three finance professors. They gathered data from the transaction records of more than 300 active traders over four years.

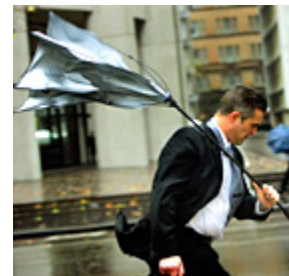
Dr. Peter Locke at Texas Christian University was one of the researchers. He says he was surprised by the results.

DR. PETER LOCKE: In fact, there was evidence that on windier days they make less money in the afternoon.

Locke isn't sure why the weather had such an effect, but he points to other studies that show wind creates ions that can make people depressed.

If a trader's mood causes him to lose concentration, the result, he says, could be a poor trading day.

I'm Janet Babin for Marketplace.



The Dallas Morning News

March 5, 2007

TCU honors 6 bosses of tomorrow - by

Victor Godinez

Six high school entrepreneurs from around the state have won scholarships worth at least \$1,000 apiece from Texas Christian University.

The Texas High School Entrepreneur of the Year scholarship program attracted more than 60 applicants. The program gives budding businessmen and women the chance to consult with more seasoned entrepreneurs.

This year's winners:

Karen Radewald



•Karen Radewald, 18, won the grand prize, a \$5,000 scholarship. Ms. Radewald, a senior at Lake Travis High School in Austin, sells jewelry made out of bottle caps on the Web and through 15 retailers. Her company is called Um Yeah Inc. Web site: www.popartbykaren.com.

Tania Foster



•Tania Foster, 18, won a \$1,000 scholarship. Ms. Foster, a senior at Sachse High School, created a 501c3 organization called Dallas is Love to collect charitable donations for U.S. troops stationed in South Korea. Web site: www.dallasislove.org.

Victor Ramon



•Victor Ramon, 18, won a \$1,000 scholarship as a senior at Highland Park High School for creating Highland Park Tutors. The group provides tutoring services throughout the Park Cities area. Web site: www.hptutors.com.

Justin Shoulders



•Justin Shoulders, 17, a senior at Shallowater High School near Lubbock, won a \$1,000 scholarship for his yard service company, American Lawn Service.

Chris Sterling



•Chris Sterling, 17, a senior at Jesuit Preparatory School in Dallas, won a \$1,000 scholarship. His firm, Sterling Coral and Shells, sells decorative corals and shells to retailers.

Christopher Wilshire



•Christopher Wilshire, 18, a senior at Calvary Christian Academy in Fort Worth, won a \$1,000 scholarship for Rockin' W Cattle Co. LLC. The company breeds, buys and sells Black Angus cattle and quarter horses. Web site: www.rockinwcattleco.com.

A further perk: If the students enroll at TCU, their scholarships double. For more information on the program, visit www.nep.tcu.edu.

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March 9, 2007

CBS 11 News This Morning - Dallas Is Love

For two years, Dallas is Love has provided the troops with gift certificates that can be used around the world in the 12,000+ BX or Commissary stores. Founders Tania and Patrick Foster say the troops truly appreciate the gift certificates, because it shows them that someone knows that they are doing their duty and they feel appreciated.

Reporter: She was recently awarded the TCU Texas Youth Entrepreneur of the Year Award
Tania showed her award from the TCU Texas Entrepreneur of the Year competition.



March 9, 2007

Channel 21 – TCU Texas Youth Entrepreneur

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Dallas Business Journal

March 19, 2007

Tarrant/Denton Buzz - by *Holli Estridge*

A Texas Christian University student has earned the chance to pitch his business plan in the Nascent 500 Business Plan Challenge at Indianapolis Motor Speedway March 23.

Adam Blake, a senior entrepreneurial major at Texas Christian University's Neeley School of Business, will have 500 seconds to present his plan to a panel of judges in a limo as it circles the speedway track.

Blake owns Blake Venture Corp., a real estate company that specializes in buying, selling, managing and leasing a diversified portfolio of residential and commercial investment properties.

The Dallas Morning News

March 19, 2007

Education Notes

TCU business school ranked: Texas Christian University's Neeley School of Business has been named one of the top 40 undergraduate business schools in the country by *BusinessWeek*. The rankings were based on responses from graduating seniors and 466 corporate recruiters.

Texas Christian University has honored three undergraduates with cash prizes in the 2007 Collegiate Entrepreneur of the Year contest. First place (\$1,000) went to TCU senior **Adam Blake**, owner of Blake Venture Corp, a full-service real estate company that specializes in buying, selling, managing and leasing residential and commercial investment properties. Second place (\$500) went to freshman **Austin Hoffman**, founder of *guerillagaragesales.com* and *Coletto Collectibles*, an Internet retailer that buys merchandise from garage sales, auctions and estates and resells them on eBay and other Web sites. Third place (\$300) went to **Michael McKenzie**, owner of the McKenzie Group, a technology consulting company providing services to the residential and small businesses.



March 2007

The Juggling Act - by Jenna Schneur

The photo said it all. Meg, then in kindergarten, had soaking wet hair and wore a shirt with a big spot on it. "Picture day sneaked up on us," says Meg's mother, Marcia Call, president of Alexandria, Va. based McKinley Marketing Partners. "I really didn't do a good job at all that year of plotting the family calendar with my work calendar. I happened to be out of town, so my husband was in charge of getting Meg ready. When the pictures came, I couldn't believe it." Now that picture, snapped six years ago, serves as a reminder: "If you can't make it to picture day, something is totally out of whack." Thanks to globalization, increased competition and an ever growing selection of mobile technologies that make it easier for business to creep into home life and vacations, an out-of-whack work/life balance has become, to a degree, the new normal. "There's a whole different expectation that now you are available and you will respond. In the old [pre-mobile technology] days, you had a great excuse for not getting back to people—and it was real," says Roberta Chinsky Matuson, principal of Human Resources Solutions.

Assuming this trend continues, the status quo is going to have to change a bit if companies want to compete for—and retain—top talent. "[T]his new generation of employees coming out of schools, they are looking for more of a balanced lifestyle. They are being attracted to companies that allow that," says Christine Riordan, Ph.D., Texas Christian University's M.J. Neely School of Business associate dean for external relations and Luther Henderson University Chair in Leadership. "Companies that don't manage some of this can be impacted in the war for talent."





March 14, 2007

***BusinessWeek* recognizes TCU's Neeley School of Business**

BusinessWeek released the second annual ranking of U.S. undergraduate business programs, and the Neeley School of Business at TCU ranked in the Top 40 again, at #39. Neeley ranked #15 in return on investment for private colleges, #29 for internships, and #31 for hardest working, based on the number of hours students spend on class work each week.

The rankings were based on responses from graduating seniors and 466 corporate recruiters. The student survey counted for 30 percent of the final ranking, the recruiter survey contributing 20 percent, starting salaries and the MBA feeder school measure counted for 10 percent, and the academic quality measure contributed the remaining 30 percent.

“We are understandably proud of our undergraduate program ranking in the top 40 by BusinessWeek again this year,” said Daniel G. Short, dean of the Neeley School of Business. “But in all honesty, I am more excited to see the students' comments. Their personal perspectives, and the jobs they land when they graduate from Neeley, tell the real story about the quality of the business education they receive.”

