

Making Headlines

News stories featuring the Neeley School of Business at TCU

HOUSTON★**CHRONICLE**



March 5, 2010

St. Pius X senior wins TCU scholarship competition – by Chris Curry

Saint Pius X Catholic High School senior **Jarrin Lawton** won the grand prize \$5,000 scholarship of the **2010 Texas Christian University Texas Youth Entrepreneur of the Year Award** competition.

Lawton founded Jarrin's Pressure Washing Service in 2008 to beautify property. His first client was Saint Nicholas Catholic Church. In 2009 he expanded his services to a car dealership, the high school football stadium, private homes and commercial real estate businesses with multiple properties.

Lawton funded the business mostly by himself. His marketing strategy is to identify businesses in need of service, communicate with the potential company, meet and negotiate the terms, begin work, and ensure customer satisfaction.

In the process of running the business, Lawton developed time management and financial management skills. In just a year he has grown the business to 13 employees and expanded from one pressure washing machine to five.



Chris Curry For the Chronicle
CLEANLIVING: St. Pius X Senior Jarrin Lawton pushes water off the balcony of an apartment building during a cleaning job.

Lawton plans to take his business to college, where he plans to study entrepreneurship. Afterward he plans to own a business and be the CEO.

Carter Blackburn, a senior at Memorial High School, and **Joseph Lewis**, a sophomore at Bellaire High School, each won \$1,000 in scholarship money.

The three Houston students were chosen from a field of 24 finalists to win the scholarships sponsored by BBVA Compass. A panel of judges interviewed the students to select the winners.

Blackburn created CB Magic, which provides magical entertainment . Blackburn's interest in magic began in junior high school when he witnessed his science teacher make a red handkerchief vanish. He created his business in 2004 after training with an accomplished illusionist for two years. To date, CB Magic has performed more than 200 shows ranging from birthday parties to large auditoriums. For more information, visit www.carterblackburn.com.

Lewis created The People Person, which is an online Bricklink store dedicated to serving Lego enthusiasts and collectors. The store specializes in Lego mini-figures, rare parts, discontinued sets and hard-to-find items. Lewis founded the company in August 2007 with an inventory of 15 items. As of October 2009, his site has been visited by more than 16,000 people and his inventory is now more than 10,000 items. For more information on The People Person, visit www.bricklink.com.

Star-Telegram

March 21, 2010

SHLACHTER, NISHIMURA & BAKER: Family business

The **Neeley Entrepreneurship Center at TCU** is hosting a Family Business Seminar 8:30 a.m.-4:30 p.m. April 9 at Colonial Country Club. The seminar will “unwind the complexities of the work and personal relationships intertwined in family businesses,” Neeley said in a statement, and “will provide clear blueprints for conflict resolution and growing the business for the next generation.” Speakers include Sam Lane of the Aspen Family Business Group, David Minor of the Neeley Center and Michael Bourland of the Bourland, Wall & Wenzel law firm in Fort Worth. The cost is \$199 for two attendees and \$50 for each additional family participant. Register at www.nec.tcu.edu.

Star-Telegram

March 22, 2010

DFW small businesses wary of health reform - *By Barry Shlachter*

Local small-business owners expressed concern Monday that the healthcare reform legislation that's likely to emerge this week will end up costing their companies heavily, at least in the short term.

"Small-business owners had the highest rise in health insurance costs, and nothing in this legislation is going to change that around," said **Bill Cron, associate dean of the Neeley School of Business at Texas Christian University**.

"I saw nothing that's going to reduce that. If there's any good news, implementation is staggered," **Cron** said. "A lot will be stretched over the next three, five years. I think for the most part, this legislation had to do with the availability of healthcare and not as much as cost."

The self-employed will have a better chance of securing affordable healthcare under the new legislation. But they may have to wait until 2014, when the state-run health insurance exchanges are up and running. Modeled on the federal employee health program available to members of Congress, the exchanges are designed to offer a range of private plans, Kaiser said.

Cron said costs should decline when the field of competition widens. However, "rarely does anyone want to be the first one to lower price. But when it happens, everyone has to react to it."

Star-Telegram

March 22, 2010

Hot Majors/Hot Careers - *By Rhonda Aghamalian*

Unless it happens to be in the dirty clothes hamper, you probably don't think much about the favorite T-shirt you reach for on a Saturday morning. But the reality is that a concert of activities in cotton farming, dye production and stitching had to take place in order for the shirt to find its way to a shelf at your neighborhood Target.

These activities, which probably occurred thousands of miles apart, were likely carried out under the strategic direction of the T-shirt maker's supply chain management team.

Education for supply chain management

"We offer a supply and value chain management major at the undergraduate level and a certificate or concentration at the MBA level," said **Dr. Laura Meade, an associate professor of supply chain practice at TCU**. "We recently expanded our programs at the request of employers, in order to meet the needs of the business community."

In keeping with the field's blend of analysis and implementation, supply chain academic programs combine traditional classroom work with on-the-job learning, field trips and presentations by guest speakers. "We've taken a tour at JCPenney's distribution center and Best Buy's logistics parks," said **Meade**. "In May, we'll head out to China to visit with manufacturing and distribution companies and see the Port of Hong Kong."



March 23, 2010

Magazine showcases entrepreneurial students - *By Kayla Mezzell*

Brent Skoda along with senior strategic communication major Whitney Williams, was one of two students featured in an Inc. article titled "America's Coolest College Start-ups 2010." Featured students represented eight schools, including Harvard University, Syracuse University, the University of Texas at Austin and the University of North Carolina.

Neeley in the News - continued

David Minor, William M. Dickey entrepreneur-in-residence at the Neeley Entrepreneurship Center, said he thought the school's representation in the article showed the quality of the students and of the entrepreneurship program at the university.

Skoda said many students working out at the Rec Center asked him to create customized workouts and suggest healthful options at various area restaurants. Skoda developed the site as a free service to create customized workouts and provide nutritional information to subscribers, he said.

Skoda said the site's database features nutrition facts for food at more than 605 restaurant chains and offers various options including the choice of either a male or female trainer, sports-specific workouts and workouts to target specific muscle groups. He said he wanted to create a free service for students because they typically cannot afford a personal trainer. The site is also available via iPhone, so subscribers can take their workouts with them to the gym.

Inc.

March 24, 2010

Small Businesses Grapple with New Health Care Law - *By Courtney Rubin*

One important aspect of the legislation: Two part-timers count as one full-timer for the purposes of determining whether a business is required by law to provide health insurance.

For small businesses, it may be a case of the best of times and the worst of times. A group long distrustful of government stands to benefit early and often from the **health care reform** legislation President Barack Obama signed into law on Tuesday. But as 14 states challenge the legislation in court and Republicans make its repeal a 2010 campaign theme, many entrepreneurs are wondering what will come next—and how they will be affected.

"Small-business owners had the highest rise in health insurance costs, and nothing in this legislation is going to change that around," **Bill Cron, associate dean of the Neeley School of Business at Texas Christian University**, told the *Fort Worth Star-Telegram*. "I saw nothing that's going to reduce that.

"If there's any good news, implementation is staggered," Cron continued. "A lot will be stretched over the next three-to-five years. I think for the most part, this legislation had to do with the availability of health care and not as much as cost."

Less than half of businesses with between three and nine workers offered health insurance in 2009, according to the nonprofit Kaiser Family Foundation. That figure jumped above 70 percent for companies with 10 to 24 employees and to nearly 90 percent for those with 25 to 49 workers.

Denton Record-Chronicle

March 24, 2010

Texas techie: TAMS student rewarded for his business savvy - *By Britney Tabor*

Texas Christian University recently awarded **Sohail Prasad**, a 16-year-old attending the Texas Academy of Math and Sciences at the University of North Texas, with a \$1,000 scholarship for his entrepreneurial efforts. Prasad, a second-year TAMS student who's led a number of his own technology-oriented businesses since age 11, was one of five young Texas entrepreneurs to receive such an award last month during **TCU's Young Entrepreneur Days**.

The university invited 24 high school students to its campus for two days to consult with successful business owners, learn about the **TCU entrepreneur program** and to be interviewed by a panel of judges regarding their businesses. On the final evening of the visit, TCU awarded one scholarship totaling \$5,000 to one young business owner it deemed its Texas Youth Entrepreneur of the Year. Five \$1,000 scholarship awards were distributed to youth entrepreneurs, one of whom was Prasad. Scholarships, sponsored by BBVA Compass Bank, are doubled if a student chooses to attend TCU.

"For me the award was a milestone. It showed that I'm on the right track but there's so much more to learn," Prasad said. "I came out from the experience refreshed and encouraged to do more."

Neeley in the News - continued

Organizers called this year's class of students attending Young Entrepreneur Days a good crop of young business owners. More than 80 students across the state applied for the program.

David Minor, entrepreneur in residence at TCU's Neeley School of Business and founder of the university's Texas Youth Entrepreneur of the Year Program, said that Prasad seeks opportunities, is technically competent and is "wise beyond his years. He's clearly a very, very bright young man, very intelligent," Minor said.

Deseret News

March 26, 2010

MBA grads give thumbs up to BYU, U. Business school - *By Wendy Leonard*

SALT LAKE CITY — Business schools at the University of Utah and Brigham Young University have scored high on a national student survey for the second consecutive year.

BYU was accompanied by heavy-hitters such as Columbia, Cornell, New York and Yale universities and others, all making the Princeton Review's top 15 list of schools that best prepare students in finance. The U. was among the **15 best schools in the area of business operations**, along with the Georgia Institute of Technology, California State University and **Texas Christian University**, among others.

"These are the **great business schools of the country** that everyone talks about," said Steven Thorley, finance department chairman at BYU. "It would be hard to find better company."

Star-Telegram

March 30, 2010

College briefs: TCU's business school ranked 30th by 'BusinessWeek'

Texas Christian University's **Neeley School of Business** in Fort Worth was recently ranked 30th in the country for undergraduate business programs by *BusinessWeek*. That's up from No. 34 last year and ahead of rival Southern Methodist University's Cox School, which was ranked 31st. The highest-ranking Texas school was the University of Texas at Austin's McCombs School of Business. Notre Dame University's Mendoza College of Business was No. 1 in the country.