

Neeley in the News

SEPTEMBER 2005



YOUNG ENTREPRENEURS START CAREERS EARLY - *By Krista Humphries*
Business students Justin Anderson and Adam Blake were featured. Anderson, a freshman entrepreneurial management major, is the CEO and founder of a granola company, Anderson Trail. Blake, a junior entrepreneurial management and finance major, runs a real estate business, B & B Acquisitions. David Minor, director of the Neeley Entrepreneurship Program, said Blake and Anderson are “making their education more meaningful with the best experiential learning possible.” 9/2/05



TCU TOPPLES COMPETITION

Sabre Holdings provided its summer interns with the opportunity to participate in “real world” cases involving problems and issues that might arise in the travel industry. All four of TCU’s MBA participants scored within the top two teams. The first-place team included: Margaret Pittman, Chad Scurlock and Priscilla Soria Sanchez. Isela Rodriguez was a member of the second-place team.

Dean Daniel Short said the Travelocity-sponsored competition is reflective both of what is needed in the business world and of what TCU’s MBA degree represents. 9/5/05



CRITICS SAY BUSH 'IN DENIAL,' DECRY HIS COMMENTS ON KATRINA -

By Bill Straub

Christine M. Riordan, who holds the Luther Henderson Chair in Leadership, said that by his own actions and comments, Bush “has not really helped the people recover from this disaster. During a threat, a leader needs to be visible, show compassion and understanding for what others are facing and also show strength,” Riordan said. “It is important for leaders to get into the trenches and listen, empathize, communicate and support those that are affected by the crisis. A lack of visibility and communication from a leader erodes confidence. High visibility and compassion demonstrate interest, concern and caring on the part of the leader during crisis. Confidence and trust are heightened when a leader is present with those that are affected.” 9/7/05



STUDENTS OF ALL MAJORS WELCOME - *By Krista Humphries*

David Minor, director of the Neely Entrepreneurship Program said that once a month, members of CEO are able to have dinners with successful entrepreneurs and members also have the opportunity to work with a mentor. “This provides an opportunity to talk one-on-one to someone and use them as a sounding board and resource,” Minor said.

9/8/05

Star-Telegram FORT WORTH

IT'S PERFORMANCE, NOT PAPERWORK - *By Steve Jacob*

Dean Daniel Short, in a recent speech to the Hurst-Euless-Bedford Chamber of Commerce, pointed out that most university graduates can expect to work for 50 years, and few facts learned in college will be relevant for that long. He said educators need to focus on developing lifelong skills such as critical thinking, communication skills, team skills and the ability to learn about diverse fields. 9/9/05



A COMPASSIONATE BUSH WAS ABSENT RIGHT AFTER KATRINA

The president's reserved initial response rises from his Yankee roots, some say – *By Judy Keen and Richard Benedetto*

Christine Riordan, associate dean of External Relations, said Bush is starting to create some vision and hope, but it's five days too late, in answer to a USA TODAY/CNN/Gallup Poll that found that 42% of Americans think Bush has done a bad or terrible job responding to the hurricane. 9/9/05

THE WALL STREET JOURNAL.

RECRUITERS' TOP M.B.A. PICKS: A TRIO OF FAMILIAR NAMES - *By Ronald Alsop*

Kevin Jeffries, a finance executive at SBC Communications Inc., interviewed Neeley School students and believes “the top end of the class can compete with any students I meet at other schools,” in reference to the WSJ's B-school rankings. 9/21/05

Star-Telegram FORT WORTH

TCU STILL TOPS IN TEXAS

The Neeley School's M.B.A. program was featured for its #18 regional ranking as still the top-ranked in Texas. Regional programs were those that tended to attract corporate recruiters from within their own regions. 9/26/05

OCTOBER 2005

Dallas Business Journal

STUDY: TEXAS ONE OF TOP STATES FOR ENTREPRENEURS – *By Jaime S. Jordan*

David Minor, director of the nationally recognized Neeley Entrepreneurship Program within the Neeley School of Business at TCU, said there are a number of reasons why Texas ranked so high on the list. “The Texas government really supports entrepreneurship, and I think a lot of the recent Tort reform legislation has helped in a significant way. The Texas Enterprise Fund obviously suggests a favorable environment for entrepreneurs in Texas.” Minor also said higher institutions in Texas have put an emphasis on entrepreneurship through their program offerings. 10/12/05



CAMPUS PALS CREATE EATNOW.COM - *By April Lisante*

Nat Turner, former winner of the TCU Texas Youth Entrepreneur Award from the Neeley Entrepreneurship Program, was featured for his newest business, www.EatNow.com, a Web site where hungry Wharton students - or anyone else - can order food for delivery from dozens of Philadelphia restaurants. The site also offers the service in four other East Coast cities, where about 150 restaurants have signed on. 10/13/05



NEELEY SCHOOL OF BUSINESS MBA PROGRAM RANKS NO. 18 - *By Krista Humphries*

Neeley School of Business' MBA program was ranked No. 18 among regional programs in the nation and was the highest ranked Texas school in The Wall Street Journal Guide to Top Business Schools.

Dean Dan Short said it is a great idea to solicit opinions from the recruiters, who are the customers. “Of all of the rankings, the one that comes from the customer, will probably be the most important one,” Short said.

Peggy Conway, director of admissions for Neeley School graduate programs, said the MBA program continues to attract high quality students with competitive GMAT scores, which is reflected by The Wall Street Journal rankings. 10/21/05



TCU's M.J. Neeley School of Business has been named one of the nation's most outstanding business schools by *The Princeton Review*. The New York-based company profiles the Neeley School in its 2006 edition of the "Best 237 Business Schools." In addition to its profile in the book, the school was ranked No. 2 in "Best Campus Facilities" and No. 9 for the "Greatest Opportunity for Women." 10/24/05



PRIVATE FIRMS MAKE BIG IMPACT ON ECONOMY – *By Sarah McClellan-Brandt*

David Minor, director of the Neeley Entrepreneurship Program, commented on the often overlooked impact of private companies on the local economy. "It's generally acknowledged that small business and private business are the entities generating the majority of jobs in this economy. Fortune 500 firms are flat or even going backwards when employment is concerned, while small or private companies are picking up the slack and creating lots of jobs." 10/30/05



REPORT CARD YIELDS OPTIMISM? BELIEVE IT! TCU Professor William L. Cron, DBA, speaks candidly about trends that are boosting profits for savvy providers. *By Rich Smith*

William Cron, marketing professor and MBA program academic director, featured for conducting the AAHomecare survey. Cron's AAHomecare surveys began in 2000, but he has been taking the pulse of this and other industries on a regular basis since 1978.

"Profits were up significantly—at a level we have not seen since 1997 or 1998. But it's not because providers have increased their margins. What they are doing is maintaining their margins and making up the difference through operational efficiencies that show up on the cost side." 10/05



DJ WEB HITS TOP OF CHART AT TULANE: Horned Frog entrepreneurs develop award-winning business plan.

Neeley Entrepreneurs Mike Miller, Jason Roth and Justin Sanders won a Tulane University business plan competition for DJ Web, an online disc jockey. Louis Stripling, assistant director of the Neeley Entrepreneurship Program and the team's coach, said the students learned some lessons along the way. Fall 2005