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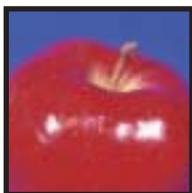
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Neeley in the News

Market Swings

Apparently share dealers and go-for-broke day traders aren't the real culprits behind some of those wild stock market swings. New research led by Stan Block, Neeley School of Business finance professor, points out that the "U-shaped" stock market trading pattern can be attributed to institutional investors. Block and his co-researchers came to that conclusion after taking a rare look at the 1998 trading records of NationsBank (now part of Bank of America Corp.). The study revealed that the majority of the bank's buy decisions were clustered around the market's opening and closing hours. Previous studies had attributed the "U-shaped" pattern to short-term investors. In a recent newspaper article published in *Reuters English News Service* and picked up by *The Globe and Mail*, Block says, "We came up with evidence that... (it) is the portfolio managers who really put the pressure on traders and market makers to have that activity." Block adds, "There's a lot of sophisticated tools and strategies that some institutions use, moving significant money around at the beginning or the very end of the day. This has significant impact on the volatility during those times."

Making it through the storm

Business owners shouldn't be afraid of those recession-looming storm clouds gathering on the horizon. In fact, says David Minor, director of Neeley's James A. Ryffel Center for Entrepreneurial Studies, businesses can weather just about any economic downturn as long as they're prepared. Minor's advice, which was featured in the April 2001 *Entrepreneur Magazine* issue, includes setting realistic goals for a business and monitoring the progress of those goals, communicating with staff about tough times, and foregoing major capital expenditures. William B. Gartner, UCLA's Henry W. Simonsen Chair in Entrepreneurship, was also quoted in the article but only TCU was listed as a contact source at the end of the article.

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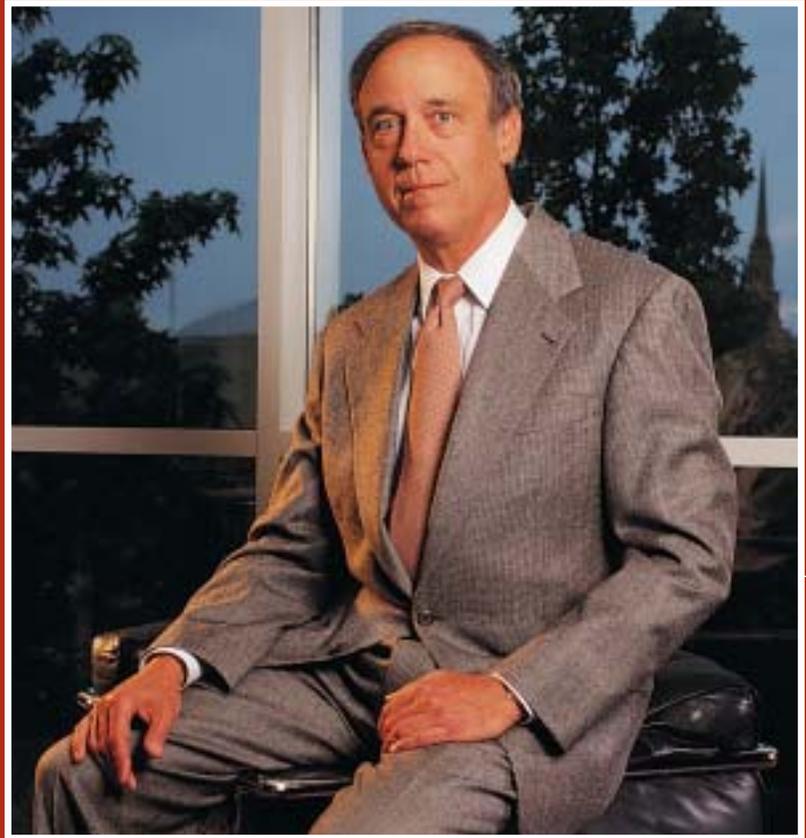
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Message from the Dean



O"What is TCU's M. J. Neeley School of Business doing about moving up in the MBA rankings?" This question often greeted me as I traveled throughout the US, meeting with various alumni and friends of the Neeley School. It was apparent that many had been reading the articles on business school rankings recently published in *Business Week*, *Forbes*, *The Wall Street Journal*, and *U.S. News and World Report*. Our alumni take pride in TCU and want to be able to brag about where they earned their degree but they also realize that in today's highly competitive world, it is not merely good enough to earn an MBA, it is exceedingly important where the degree was granted.

Our vision to be a top 50 MBA program, as viewed by leading business publications, fellow deans and senior faculty at leading universities, is one that will have to be nurtured and developed over time. Already we are in the top 20% of MBA programs that are nationally or internationally accredited and we are totally committed to making further gains. However, additional gains will require substantial resources, a well-defined strategy, and outstanding attention to detail.

At the Neeley School of Business, we are making dramatic changes in our MBA program and in this issue of *Business@dvantage* you will read about our strategy and many innovations in our MBA program. You will also gain insight to some of Neeley's outstanding MBA faculty and staff who are taking these concepts from idea to reality. We also will introduce you to several TCU MBA alumni that are setting high-level benchmarks in high performance organizations. Indeed these three alumni, Monika Sanders, Curtis Matthews and Richard Berry, provide excellent evidence that our graduates do indeed meet the mission of the M.J. Neeley School of Business which is to develop global leaders with an ethical perspective that help shape the economic environment of a rapidly changing future. Increasingly you will see our MBA curriculum focusing on global issues, ethical issues, and issues of leadership. The overall impact of these changes and initiatives is yet to be determined, however, in the following articles, you will see that the initial response is extremely positive.

Dr. Robert F. Lusch



Teaching MBA students the skills they need to succeed

BY SARAH B. JOHNSON

One of TCU's newest MBA training tools, the Professional Development Program (PDP), is destined to fill a gap that costs businesses billions in training costs, lost revenue and staffing expenses. An outgrowth of several existing Neeley programs in communication and career development, the PDP bridges the void between the traditional educational setting and today's competitive work environment, says Dr. Gay Wakefield, PDP co-director.

"We had heard concerns expressed nationally and globally that today's work force lacks strong skills in self-awareness and self-management," she explains. "That goes beyond what someone learns in the classroom to include personal success skills such as working well in teams and with other cultures, communicating effectively, handling change, knowing proper etiquette and behaving ethically in the workplace."

Now a required noncredit supplement for Neeley MBA students, the PDP features a collection of assessments, workshops and other training opportunities covering "soft" skills in five key areas: leadership, communication, team-building, global perspectives and career management. The training begins with assessments designed to help identify each student's strengths and shortcomings. It continues with workshops, personal coaching and other activities in the targeted areas. Certification is awarded after participants complete all required activities and reach established performance goals. Those goals are set high, according to Wakefield: "For example, the target defined by one performance measure matches the national norm for managers with 10 years of experience."

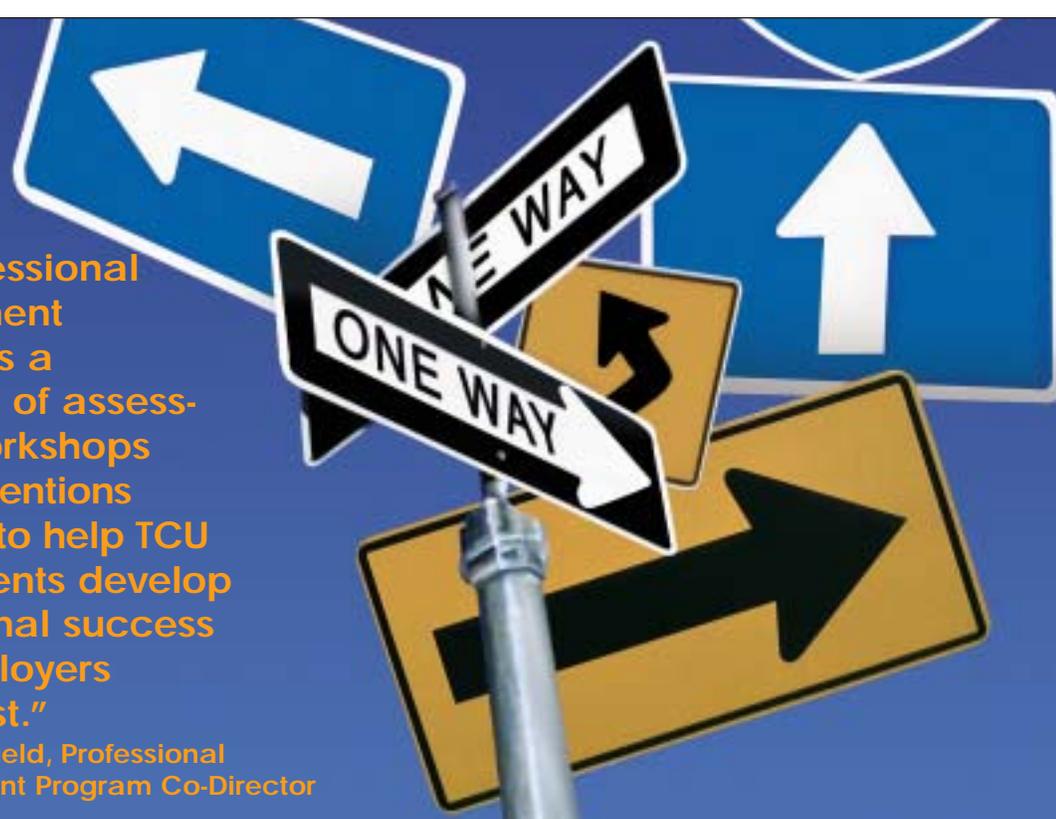
While other top schools offer training in some of the five targeted content areas, Wakefield says Neeley's program is unique. "I believe ours is the only school in the nation that uses a true assessment approach. We target individual needs, provide follow-up interventions and work one-on-one to see that growth is taking place."

According to Dr. Charles R. (Bob) Greer, associate dean for graduate programs, PDP topics were selected by a steering committee comprised of representa-

Does the PDP make a difference? The judges at the Southwest Business Plan Competition thought so! The TCU MBA team of Corbitt Burns, Chrissie DeLoach, Gustavo Frank, and Lindsey Medick placed third in the competition held March 30-31, 2001 in Houston. The James A. Ryffel Center for Entrepreneurial Studies sponsored the team and Denise Bynum, Director of the TCU Executive MBA program, served as coach. With its plan for SmartHealth Systems, an electronic healthcare service offering real-time, highly secure administrative enhancements utilizing smart-card technology, the TCU team competed in the final round of competition with MBA teams representing the University of Michigan, the University of Georgia and the University of Texas. Judges and venture capitalists alike commented on the team's professionalism and investor negotiations resulting from their presentation continue.



Left to Right: Lindsey Medick, Corbitt Burns, Gustavo Frank and Chrissie DeLoach



“The Professional Development Program is a collection of assessments, workshops and interventions designed to help TCU MBA students develop the personal success skills employers value most.”

- Gay Wakefield, Professional Development Program Co-Director

tives from the MBA Office, Graduate Career Service Center and the Center for Professional Communication. Students, employers and the Core 8 MBA coordinating and oversight body also contribute.

The program is a hit with area employers such as Fort Worth’s Alcon Laboratories. A number of Alcon employees have received additional training in the workshops that are now part of the PDP. “Much of what is important to companies [that are] developing their management was built into the program,” says Jack Walters, Alcon’s vice president of human resources. TCU MBAs trained in the PDP’s predecessor workshops are well-prepared to handle the challenge of international markets and other company needs, he says. “It’s important that someone understands that what we do locally affects other markets. TCU adds to that ability to see things in a larger context.”

Those accolades are echoed by another area HR professional, Barbara Cook, who knows the program from both her work as assistant vice president-employee development with the Burlington Northern and Santa Fe Railway Company and as a student in Neeley’s Executive MBA Program. “I’ve seen the effect of [the PDP] training firsthand as a judge in the Center for Professional Communication’s annual “Why Hire Me?” speech and resume-writing contest. It was obvious who had [the communication] training – they looked very professional and knew the importance of eye contact and introductions, for example. The training was really invaluable to them.”

MBA students also give the PDP high marks for positioning them for success in the jobs they want, says MBA class officer Wendy Jeffus. She

has participated in a number of the workshops and assessments, including a student favorite, the International Lunch Bunch. This sellout event allows students to sample a free lunch of native cuisine while classmates from the profiled country or region share insights about the communication culture and business climate in their homeland. The event typifies TCU’s global perspective, according to MBA student Patrick Biggerstaff. “I’m a native Texan and before the MBA program, most of my friends were very similar. Now I feel like I have friends all over the world.”

Giving students that comfort level — whether in a new business setting or on a new continent — is really what the program is about, says PDP Co-Director Becky Beasley. “We do this so MBA graduates will be comfortable and confident,” she says. “If they feel that way, it’s projected in what they do. It’s not enough that graduate schools turn out smart students; students also have to have the skills to succeed. With the PDP, we have a formal way to give our graduates that polish.”

PDP Training and Assessments Content Areas:

- Leading Change -
- Communicating Professionally -
- Building Successful Teams -
- Integrating Global Dimensions -
- Managing Your Career -



Moving Forward, Looking Back:

MBA Career Services

BY MA'LISA MANN

When Tom Colvin received his MBA in 1988, TCU and the Neeley School simply provided a place for corporate recruiters to host interview sessions with students. Now the Neeley School Graduate Career Service Center (GCSC) offers a broad array of services for MBA students and their prospective employers, including an internship program, individual career counseling, professional development, career fairs, full-time job opportunities and employer services.



Shirley Rasberry

GCSC Director Shirley Rasberry, herself a '94 MBA graduate, remembers the center's "lean years" when one person handled everything and services were less extensive. "Last year, Dean Lusch realized that resources needed to be dedicated to help students find jobs, so we've been able to grow to three full-time staff members," she says. The GCSC team also includes an Assistant Director and an Internship Coordinator.

Rasberry is the newest member, joining the staff in September 2000. Exercising her sales and marketing background, she focuses on identifying and developing relationships with successful alumni. In making those connections, she hopes alumni will help find employment opportunities for new Neeley MBAs at their companies. "I'm the 'outside person.' My job is to be out in the community, marketing TCU and TCU MBA students," she explains. "We're trying to broaden the spectrum of employers who are hiring our graduates by letting them know that our programs and students are high-caliber. We already have a good relationship with Fort Worth employers, but we're working through our alumni to expand to Dallas, Houston and other cities."

Landing the perfect job

To prepare students to obtain their first post-MBA positions, job search skills are refined through interest assessments, career planning, résumé critiques and mock interviews. The GCSC is more than a placement service. They strive to teach MBAs the skills they need to promote themselves and be successful in the job market.

Internship Coordinator Mell Evers devotes herself to securing the internships most MBA students undertake after their first year of study. She says internships are becoming more than just a summer job at a prestigious company. "At least 20 percent of

internships turn into full-time employment," she says. "Companies are being more selective. They're choosing interns with an eye to eventually hiring them full time."

John Billings of the Class of '99 comments, "I was fortunate to secure an internship with Sabre early in the spring semester, then accepted a full-time position with the company at the end of the summer." Now a senior product manager, Billings credits the GCSC with bringing his employer to campus for interviews. "Sabre usually hires MBAs through their college recruiting program," he says.

John F. Garren, a member of the Class of '94 and managing partner of Ideafest, LLC, used several GCSC services while on campus, including employer research, job listings and interview opportunities. "I recommend that students take advantage of the conferences and workshops that are available when planning their job search strategy. These two services add much-needed insight, especially if you are facing the job market for the first time."

Garren still uses the center to keep an eye on the job market and maintain an updated résumé. "You never know what may change careerwise," he points out. "It's helped when a former classmate has called looking for a new job opportunity and TCU has had the answer." He advises corporations to take advantage of on-campus recruiting. "Spending time on campus and witnessing the educational environment would give the recruiter added confidence in choosing a TCU graduate," he says. (One of GCSC's goals for next year is to host a conference to give recruiters more opportunities to interact with Neeley MBA students and faculty.)

Colvin, now with MCR Capital Advisors, LLP, uses the center as a potential source of talent for his clients. He advises recruiters to take a close look at the center's "résumé book" and networking opportunities. "They'll gain perspective on the high quality of students within the program."

The GCSC provides:

- Internship services
- Individual career counseling
- Professional development
- Career fairs
- Full-time job opportunities
- Employer services

Thanks to corporate generosity...

TCU E-Business students are sitting in the 'lab of luxury'

BY MA'LISA MANN

If envy is a "green-eyed monster," a lot of people were seeing shades of emerald at the dedication of the RadioShack E-Business Laboratory February 20.

Thanks to generous initial funding from RadioShack Corporation and equipment and software donations from Compaq and Microsoft, E-Business students at TCU's Neeley School of Business now get hands-on experience in a futuristic lab featuring 40 flat-screened computer monitors. Three laser-activated smart boards serve as giant live computer screens and allow them to capture files or engage a Web site with the touch of a wand. The monitors are perched on round tables circled by wheeled chairs, giving students the flexibility to work as a team to develop corporate Web pages or conduct Web-based case studies.

"Industry visitors who have seen the lab are very impressed with it," says Dr. Jane Mackay, E-Business program director. "They say: 'We can't believe you have this lab. We want it!' And it gives students the ability to simulate the best of real-world environments: we can keep them at the leading edge of what corporations need."

Chris Weber, general manager for Microsoft South Central District, agrees. "This lab will give E-Business students an opportunity to gain more real-life experiences and build their strategic skills for future high-tech positions," he says.

In addition to Web page development, students who use the lab will learn to produce, implement and manage frameworks of data.

"Students with these types of skills will have wide latitude in their careers," says Neeley Dean Robert Lusch. "They will be invaluable to businesses who aggressively seek ways to integrate tech-



The RadioShack E-Business Laboratory

nological solutions into their systems so they can effectively be connected internally and externally to consumers and other businesses."

For Lusch, the lab's opening signals a new era of Neeley School connectivity with corporations, non-profits and other entities. "To really build outstanding programs, you need partnerships, strategic alliances and collaborations," he says. "You can't do it on your own."

Because the lab was funded specifically for undergraduate E-Business majors, other students and most faculty members won't have an opportunity to experience its wonders. Members of the E-Business Class of 2002 know how good they've got it. "Its design is much more conducive to learning," says class member John McQueeney. Classmate Julie Covert agrees: "We're learning teamwork, so it helps to be set up in a group."

E-Business faculty member Dr. Robert C. Beatty says one of the lab's advantages is "real-world, real-time" access to systems. "It gives students an easy transition into the work world," he adds. "I makes them more desirable to employers."

That's probable, according to Leonard Roberts, chairman and CEO of RadioShack. Roberts was one of the industry leaders who cut a virtual ribbon for the lab's dedication. "America's business and industry are already seriously hamstrung by the very serious shortage of trained e-business recruits," he told the standing-room-only crowd attending the dedication. "So TCU's E-Business program and this lab put the University in the vanguard of educational institutions prepared to send a stream of essential new employees into rewarding careers in business."

TCU E-Business program "bragging rights"

- TCU's was first undergraduate degree of its kind at an AACSB-accredited university.
- The 2000 entering class had an average GPA of 3.6.
- This summer, E-Business students tackled paid, for-credit internships at such prestigious companies as Accenture, ACS, Alcon, Arthur Andersen, Bell Helicopter Textron, Handango, JCPenney Internet Solutions, Mary Kay, Pennzoil-Quaker State, RadioShack, igus GmbH (Germany) and Galileozest (Japan).



A Unique Fit

BY SARAH B. JOHNSON

Meet two stellar MBA students who found a perfect fit at TCU

John Darrah

"Maybe he has an S on his shirt!" laughs attorney Bennett Boggess, referring to John Darrah's "Superman" workload. Darrah has tackled the seemingly impossible, successfully balancing his high-profile job as president of the American Airlines Pilots Association (APA) with the rigorous workload of TCU's Professional MBA program, an evening curriculum offered for working professionals. Together, those demands keep him pretty busy. "It's very, very difficult," he says of his schedule. "I'm usually at the office until 7 p.m., have classes a couple of evenings a week, and do homework on the weekends. My only 'down times' are the breaks between semesters."

Darrah also travels regularly, averaging two days a week on the road representing 11,500 American Airlines pilots in the United States and abroad. That's nothing new for the DFW-based F-100 captain, who has flown routes in North and South America and Europe for the airline since 1988. A Euless, Texas, native and a 1985 graduate of Embry-Riddle Aeronautical University, Darrah served on a number of union committees before being tapped to serve as APA's youngest-ever president. (He became interim president in 2000 and was later elected president for a three-year term.)



Kelly Skinner and John Darrah

Boggess, who works for Darrah as APA's director of representation/staff negotiator, can easily explain how his 38-year-old boss rose so quickly through the ranks. "He's charismatic, persuasive and wise beyond his years. He's known for his integrity and strong business ethics; he won't sacrifice those. It's because of those priorities that

he comes across as extremely fair. That's what you've got to have at his level of leadership."

Darrah took on his demanding post, which is busier than ever as American assimilates former competitor TWA, without slowing his ongoing studies at TCU. He's continuing on schedule toward a summer 2002 MBA. When asked why he decided to pursue an MBA, he explains, "I enjoy learning and being challenged, and I also wanted to supplement my specialized undergraduate work with broader education and experience."



The Coppell resident chose the Neeley School after a careful search: “TCU offers more flexibility, allowing students to tailor the curriculum to their areas of interest. That means more bang for my buck.” Two other determining factors: the faculty (“They’re resources both in and out of class.”) and Neeley’s Center for Professional Communication (“The need for strong communication skills is probably one of the tougher aspects of climbing the corporate ladder.”).

Around campus, Darrah is a popular student, says Dr. Chandra Subramaniam, assistant professor of accounting. “John’s inquisitive and thoughtful, always two or three steps ahead in his depth of understanding. He also has a great sense of humor that comes out as one-liners. He’s fun in class.”

As for after graduation and beyond, Darrah’s plans aren’t set: “I’m more likely to be an entrepreneur than a corporate type,” he says. “Right now I’m along for life’s ride.”

Kelly Skinner

“She has a mystique,” says Dr. Joseph P. Lipscomb, chair of Neeley’s department of finance and decision sciences. He pauses for the right words to capture that indefinable “something” about former TCU student Kelly Skinner (BBA ‘99, MBA ‘01, both with concentrations in finance). “We loved having her here,” he says of the 22-year-old Fort Worth native whose hallmark intelligence, insight and quiet confidence won her a place among the Dallas Business Journal’s 2001 “Business School All-Stars.”

Skinner, daughter of well-known Fort Worth ophthalmologist Dr. Phillip Skinner, left her mark on campus in many other respects as well, racking up the Charles Tindall Merit Scholarship and a Dean’s List spot. She also committed her time to MBA student organizations, professional development activities, and volunteer work with the local Big Brothers Big Sisters program.

Skinner came to TCU in 1997 after beginning her undergraduate work in finance at New York University. “The staff members at TCU were so helpful; they seemed to really care,” she says. “The University was such a great experience that it stuck in my mind when I was choosing a graduate school.” Of course, she also considered academic factors: “TCU has a strong finance department and a wide range of professional development opportunities outside class. When I began the MBA program, I had several goals. I was able to achieve all of them at TCU.”

For Skinner that meant study abroad in Dijon, France. It also meant hands-on experience in her field, which she found in the Educational Investment Fund, a class that allows select students to manage an investment portfolio of more than \$1 million. She scored additional experience (and networking coups) with summer internships at Wells Fargo & Co. and American Express Financial Advisors.

Skinner also proved her mettle as a graduate assistant in the Neeley School’s Graduate Career Service Center (GCSC), single-handedly updating and streamlining a statistical data collection and reporting system. “She was assigned the task of compiling the data, but she also revamped the whole system so that we now have more useful data gathered in an easier, more efficient way,” says GCSC Director Shirley Rasberry.

Skinner is now settling into her first post-graduate school job as an analyst at Accenture. She enjoys the challenges of her new career, although she hopes one day to have a business of her own. “In my heart, I’m an entrepreneur,” she says with a quiet confidence that suggests an even brighter future for this business school all-star.



Alumni Profile

MBA alumnus opens doors for U.S.-Mexican trade

BY SARAH B. JOHNSON



Juan Hernandez and Jose Natera



José Natera

What was your first job after graduate school? For most, it's an entry-level post, but that's not the case with José Natera. This 1997 Neeley MBA started at the top — as an undersecretary in the administration of Mexican President Vicente Fox. Natera is charged with opening trade offices in strategically identified markets across the United States to aid in the exchange of Mexican and U.S. goods. Offices have been established in Dallas, New York, Los Angeles and Santa Ana, Calif., and more are planned.

The scope of his job is not lost on Natera. “My friend Sam McConnell recently commented that I’ve just finished graduate school and my job is to create a commercial structure for a whole country — with the entire United States as a market!” It’s an accomplishment that doesn’t surprise McConnell, who has worked with Natera to locate Mexican businesses to manufacture products for such companies as Hatco, Inc. (makers of Resistol and Stetson hats), Dan Post Boots and King Step Co., LLC (makers of King Step golf shoes). When asked to describe Natera, McConnell says: “How would you describe a Boy Scout? Honest, trustworthy, dependable... that’s José. He’s a man who has his priorities in the right order: God, family and career. There are few like him.”

Natera came to his post thanks to another TCU alum, Fort Worth native Juan Hernandez. While Fox was governor of the Mexican state of Guanajuato, he tapped Hernandez to open U.S. trade offices for that state. Hernandez hired Natera, a Guanajuato native and then a graduate student at TCU, to help open the Dallas office. After Hernandez took a key post in the Fox presidential campaign, Natera headed the Dallas trade office, ultimately expanding to a warehouse-showroom in the city’s World Trade Center and making it one of the most successful trade efforts in Mexican history.

Natera’s achievement was brought to the attention of President Fox, who had recently appointed Hernandez to a cabinet-level post as head of migrant affairs. Fox asked Natera to work under Hernandez and to repeat his Guanajuato success with offices representing all 32 Mexican states. Natera quickly accepted and now spends most of his time on the road in the United States and Mexico, returning whenever possible to his home and family in Fort Worth.

Now 40, Natera earned an undergraduate degree in industrial and systems engineering from the Instituto Tecnológico y de Estudios Superiores de Monterrey in 1984. After graduation, he held posts in technical sales, the food industry and engineering. He also formed his own company to complete government contracts to design, build and install electromagnetic equipment for potable water and irrigation systems. He moved to the United States in 1994, and began pursuing an MBA at TCU in 1995.

Natera credits the University with giving him the necessary insight for his new post: “At TCU, I could see both the American way and the international perspective. It was a different view than I got in undergraduate school.

“God has given me a lot of help, and so has my education at TCU.”

“José is a man who has his priorities in the right order: God, family and career. He’s a hard worker who never lets up until the job is done. There are few like him.”

- Sam McConnell ,
Dallas/Fort Worth-area
businessman

calendar

Fall 2001

August 2001

- 11-19 . . . MBA START Workshop for new professional evening students
- 13-20 . . . MBA START Workshop for new full-time day students
- 20 MBA – End-of-workshop celebration dinner – Joe T Garcia’s
- 21 Executive MBA – Kick Off Dinner for Executive MBA Class of 2003 at Circle T Ranch
- 22-25 . . . Executive MBA – Opening Seminar for Executive MBA Class of 2003
- 28 *CPC – Building Intercultural Bridges - Reveals misconceptions and myths that undermine intercultural communication and suggests alternatives, 5:15 – 6:45 p.m.

September 2001

- 7 *CPC – Jump “Out of the Box” and Into Profits - Companies seek creative thinkers with out-of-the-box solutions. But educational processes rob us of 98% of our natural creativity. Increase your professional net worth with techniques for tapping the wealth of creative potential—and profit—lurking in you and your team, 9:30 – 11:30 a.m.
- 7-8 Executive MBA - Class Weekend
- 8 MBA Alumni – TCU vs. SMU (at SMU), 6 pm tentative kickoff - Pre-Game Party for all DFW MBA alumni at Chuy’s Restaurant on McKinney in Dallas from 4 – 6 p.m.
- 11 *CPC – Do You Hear What I Really Mean? – Addresses verbal and physical cues, as well as emotional aspects related to effective listening, 5:15 – 6:45 p.m.
- 11 Ryffel Center - Growing Your Business – Tuesday evenings 6:30 – 9:30 p.m. through November 6, 2001
- 18 *CPC – International Lunch Bunch – Azerbaijan, 12:30 – 1:30 p.m.
- 21 *CPC – Get What You Want With Your Team - Team tensions take their toll in the form of decreased productivity levels and increased stress levels. Enhance your team and personal success by learning methods for staying calm and productive under pressure, 9:30 – 11:30 a.m.
- 22-22 . . . Executive MBA – Class Weekend
- 21-22BOV meeting – NETiquette
- 25 *CPC – and Other Communication Minefields – Provides communication etiquette DOs and DON’Ts for the digital age, including *faux pas* that cause problems on the job, 5:15 – 6:45 p.m.

October 2001

- 2 *CPC – Impressive Presentations – Covers effective preparation, organization, and delivery techniques for making impressive professional presentations, 5:15 – 6:45 p.m.
- 5-6 Executive MBA – Class Weekend
- 6 Executive MBA – Information Session, Saturday 8:30 – 10:00 a.m. TCUglobalcenter
- 8-10 *Executive Education – Finance for the Non-Financial Manager, TCUglobalcenter

- 11-12 . . . Graduate Career Development Center - Southwest MBA Career Expo
- 18-19 **Executive Education – Managing for Customer Service Excellence
- 20 Executive MBA – Information Session, Saturday 8:30 – 10:00a.m. TCUglobalcenter
- 19-20 . . . Executive MBA – Class Weekend
- 20 MBA Alumni – TCU vs. Army (Homecoming) Frog Feast for all DFW MBA and returning alumni
- 22-24 **Executive Education – Implementing the Corporate Vision: Leadership in the 21st Century Module I
- 30 Ryffel Center – Small Business of the Year Award – with the Fort Worth Chamber of Commerce

November 2001

- 1 MBA Alumni – Ft. Worth MBA Business Card Exchange – Water Street Restaurant (Marlin Room), 6 – 8 p.m.
- 2-3 Executive MBA – Class Weekend
- 3 Executive MBA – Information Session, Saturday 8:30 – 10:00 a.m. TCUglobalcenter
- 5-9 Executive Education - Managing High Performance Teams in the Nanosecond World
- 6 *CPC International Lunch Bunch - Kenya – 12:30 – 1:30 p.m.
- 10 MBA Open House – Saturday 8:00 a.m – 2:00 p.m. Tandy Hall Atrium
- 12-14 . . . Executive Education – Effective Sales Management
- 16-17 . . . Executive MBA – Class Weekend
- 17 Executive MBA – Information Session, Saturday 8:30 – 10:00 a.m. TCUglobalcenter
- 28-30 **Executive Education – Implementing the Corporate Vision: Leadership in the 21st Century Module II
- 30 Executive MBA – Class Weekend

December 2001

- 1 Executive MBA – Class Weekend
- 1 Executive MBA – Information Session, Saturday 8:30 – 10:00 a.m. TCUglobalcenter
- 6 TCU/MBA Business Plan Competition, Wednesday 6:00 – 10:00 p.m.
- 14-15 . . . Executive MBA – Class Weekend
- TBD Ryffel Center - MBA Business Plan Competition
- TBD Ryffel Center – Most Innovative New Products Breakfast with the *Fort Worth Business Press*

* Communication workshops presented by the Neeley School’s Center for Professional Communication are now offered on a space-available basis to Neeley School alumni. Check individual sessions for registration fees. Please contact Gay Wakefield at 817-257-7539 for further information or to register.

** Charles Tandy American Enterprise Center, Neeley School of Business, Texas Christian University, P. O. Box 298520, Fort Worth, TX 76129, Phone: 817-257-7115, Fax: 817-257-5791, Email: ctaec@tcu.edu, Web Site: www.ctaec.tcu.edu



Neeley welcomes four new standouts

BY SARAH B. JOHNSON

Neeley welcomes four new faculty members whose commitment to academic excellence make them right at home at TCU



Meenu Singh

Making the most of knowledge is Meenu Singh's specialty. This new assistant professor of E-Business, who joined TCU in September 2000, studies how electronic businesses obtain, store and apply knowledge, and how to make those efforts easier and more productive. His work in

these areas of knowledge management and information technology regularly appears in leading academic and industry journals and other media, and has been selected for presentation at a number of IT conferences nationwide.

Singh began his academic training with a bachelor's degree in chemical engineering in 1970 from Rangoon Institute of Technology, in his native Burma. He worked in that field for several years before emigrating to the U.S. where he continued his education with two master's degrees from Western Illinois University, Macomb: in applied mathematics in 1984 and in computer science in 1989, followed by a Ph.D. in management information systems in 2000 from the University of Kentucky, Lexington.

A student favorite, Singh has held a number of teaching and research posts at the university level, earning special recognition for classroom excellence and outstanding community service. In addition to his work at TCU, he serves as reviewer for several national information technology journals.

Singh teaches classes in the Neeley School's E-Business program, ranked eighth in the nation by *U.S. News and World Report*.



Dorothy Elliott Leidner

"She's a superstar in research," explains Neeley E-Business director Jane Mackay of her program's new faculty member associate professor of E-Business Dorothy Elliott Leidner. A Dallas, Texas, native, Leidner is an internationally known

scholar in the fields of virtual management, virtual learning, and knowledge management. A prolific researcher, writer and editor, Leidner has seen her work published in numerous national and international journals, books, book chapters and cases, and presented at conferences in the U.S. and Europe. She has won numerous awards for research excellence.

Leidner's academic training includes three degrees from the University of Texas at Austin: a bachelor of arts in an honors liberal arts program in 1986, an MBA with a concentration in information systems management in 1988, and a Ph.D. in information systems in 1992. Her extensive teaching experience includes teaching at leading universities in France and Mexico as well as the U.S.; she also serves as editor and reviewer for a number of academic journals; and she is regularly tapped as faculty coordinator and other key posts for leading international conferences.

Leidner, who joined TCU last January, teaches the MBA classes in information systems.



Stephen L. Mueller

Stephen L. Mueller has practiced what he preaches. This assistant professor of management, who joined TCU in August 2000, worked for 15 years in the computer industry, mastering regional sales, marketing and management posts for multinational PC- industry giants like Epson American and C. Itoh. He also gained the entrepreneurial perspective, building his own computer distribution company from scratch to \$3 million annual revenue. Now, Mueller brings that experience to bear on his teaching and research focus: how the entrepreneurship process in technology-intensive industries varies across countries and cultures. He says of his post at TCU, "I feel my industry experience is valuable. I

began teaching as a way to give back to the community what I've learned and to help the next generation of business leaders."

Mueller's academic credentials include a 1969 bachelor's in electrical engineering from Purdue University and a 1977 MBA from UT-Arlington. He also earned two additional advanced degrees in business, both from UT-Dallas: a 1989 MS in accounting and a 1994 Ph.D. in international management studies. Mueller's research is regularly featured in academic journals and has been presented at a number of national and international management conferences.

In addition to his classes in entrepreneurship and international management, Mueller is an active participant in developing the programs of Neeley's James A. Ryffel Center for Entrepreneurial Studies.



Marcia L. Weidenmier

Marcia Weidenmier helps managers find what they need when they need it. This new assistant professor of accounting, who joined TCU in January 2001, focuses on identifying the information managers need for better business decisions, and finding better ways to use information systems to provide that information. A CPA, she tackles this task with a practical as well as theoretical orientation: she explains, "I worked as an IT consultant for PricewaterhouseCoopers (formerly Price Waterhouse) and as an information systems auditor with Accenture (formerly Arthur Andersen Co.), both dealing with different types of firms and industries, so I've seen the decision making process

from many different perspectives."

Along with this hands-on experience, she brings extensive academic training to her work, including a 1989 bachelor's degree in accounting from the College of William and Mary, Williamsburg, Virginia, and two degrees from the University of Texas at Austin: a 1991 MBA with concentrations in accounting and information systems, and a 2000 Ph.D. in accounting. Weidenmier's research, which has been presented at national accounting conferences, has been recognized by a number of awards for academic excellence.

Weidenmier, who joined TCU last January, teaches classes in managerial accounting and accounting information systems.



Core-8 Faculty

Using communication to place Neeley's MBA program among the national elite

BY SARAH B. JOHNSON

Jack W. Jones reflects on a good idea that has opened the door for hundreds of great ones: "It's an innovative structure that's unique among business schools." The Professor of Management is speaking of the Core-8 Faculty committee, an administrative group that oversees every aspect of Neeley's flagship MBA program. Jones, who served as the committee's chair during the Core 8's 1999-2000 inaugural year and is now its vice chair, continues, "It has worked out really well -- the benefits are visible to the entire Neeley School. Now entering its third year, the Core 8 committee includes the faculty members who teach the eight core courses required during the first year of the day MBA program, as well as the MBA Academic Director.



Core-8 Faculty Committee Members 2001-02

faculty

Charles R. (Bob) Greer,
Associate Dean for Graduate
Programs and Chair

Jack W. Jones, Vice Chair
Ed Douthett

Dorothy Elliott Leidner

Steve C. Lim

George S. Low

Mauricio (Mo) Rodriguez

Terry E. Dielman

Becky Beasley,
MBA Academic Director

Together, they integrate class content, coordinate test and project schedules, oversee curriculum development, mentor students and address their concerns, and much more, explains Core-8 member Associate Professor of Marketing George S. Low: "The committee is a coordinating mechanism for the program's first year, which is when students get a feel for the broad managerial focus we try to teach them. Our main role is to coordinate our efforts and make the classes more integrated, but we go beyond that to address anything that will make the program better."

To carry out their daunting challenge, committee members attend weekly two-hour meetings most of the year, do additional research and planning work and attend a number of student activities and MBA recruiting events. Of course, this is in addition to their normal MBA faculty workload -- teaching graduate-level classes, doing groundbreaking research and directing each semester's Integrative Project, a two-week multidisciplinary team-based case study.

Low notes, "It's an unusual load for committee work," a sentiment shared unanimously by the group's members. To help offset the time required, the faculty members teach one fewer class per year. It's a tremendous investment by the university, explains Low: "The faculty and administrators' time and ideas are a significant resource, and they're all devoted to a single goal: making Neeley's MBA program competitive with the best in the country."

The results of this combination of brain-power and elbow grease are obvious, says Associate Dean for Graduate Programs and Core-8 chair Charles R. (Bob) Greer: "It's only been in place two years, but we're already convinced. The students are more satisfied, classes go more smoothly, and we're seeing a higher quality, more committed student body. Before, faculty, admissions, career services and other departments worked independently. Now, everything fits together, so the MBA program is not merely a series of courses -- it's a well thought-out, comprehensive experience." Concurs Senior Associate Dean Bill Moncrief, who was Neeley's interim dean and driving force for the concept when the program began, "It's

"The faculty and administrators' time and ideas are a significant resource, and they're all devoted to a single goal: making Neeley's MBA program competitive with the best in the country"

- Core-8 member Associate Professor of Marketing George S. Low

like e-business issues, helping the Graduate Career Service Center identify good matches among students for available internships and jobs, developing guidelines for international students' internships so they integrate with the academic program while satisfying complex immigration rules, revising electives to give students more choice and flexibility, offering input into the design of classrooms in the new Sarah and Steve Smith Entrepreneurs Hall, addressing outcomes measures and other issues that affect accreditation, and helping develop Neeley's Professional Development Program, teaching students highly prized soft skills in areas like communication and leadership (see article on pages 6-7 for more about the PDP).

What's more, there's a new energy in the MBA program, says MBA Academic Director Becky Beasley: "It's exciting to see how energized the Core-8 members and students are. The committee serves as a support group of sorts for the faculty, and it gives both faculty and students a real ownership in how things are done. It's also given us a formal way to keep the program fresh." That ability to change and innovate is cru-



amazingly successful -- it has really surpassed my expectations of what would happen."

The students echo these endorsements, says MBA student-class officer Wendy Jeffus. She and the other MBA Association officers meet monthly with the Core 8 to present and discuss student concerns. She notes, "We are lucky to have this group to really listen to students' views and input. Our issues are taken very seriously and immediately addressed." For example, explains Jeffus, more of the Core-8 professors now ask for student feedback via mid-term evaluations, a student suggestion taken to the committee last year.

Other Core 8 accomplishments include: reworking the curriculum to feature a more integrated focus and to include more hot-button content

cial, agrees Low: "It's a changing business world out there. You can't just design a program and let it run. It will quickly become out of date."

That new energy has already propelled the school toward one of its ultimate goals, says Jones: "We've begun moving toward our goal to be recognized as among the top MBA schools in the country." That's a future that will undoubtedly be shaped by the Core-8 committee. Low notes, "The commitment of resources to the program represented by the Core-8 committee is probably the single most important factor contributing to the MBA's ongoing success. Though many schools can't afford that type of expense, elite programs like Harvard, Wharton and Stanford have something that fills a similar function. It's an investment, but it's important as we aspire to be among the best."



Look here, there and everywhere for these three TCU MBAs

Monika G. Sanders (MBA '99)



Hillwood/Jim Winn Photography

Around the world is where you'll find Monika Sanders. She's VP of Dallas-based Hillwood Strategic Services, the advisory consulting and new business development arm of the largest and most successful privately-owned real estate development company in the U.S. Fluent in both German and English, Sanders assists with all aspects of national and international real estate projects. She explains, "I focus on large infrastructure projects that include ports, airports, rail and roads. I often have to pull together multidisciplinary teams -- to find the members and get them to work together. There are challenges, but every day there's something new."

Naturally, Sanders is on the road a lot, "At least 60 percent of the time," she estimates, traveling to Europe, the Middle East and throughout the U.S. "Sometimes I even come to work in the morning and learn I have to fly out that afternoon," she laughs. It's a challenge that she tackles with aplomb, according to her boss, Senior Vice President of

Hillwood Strategic Services Robert Farley. "She has a good sense of humor and a great outlook on work and life," he says.

Sanders came to her work well prepared. The 35-year-old German native, who holds professional degrees in both German Law and Real Estate, worked overseas for 10 years as a real estate professional before coming to the U.S. Then, she opted for an MBA at TCU. Sanders recalls her first visit to the campus, "There's a welcoming feeling there. I had a great experience from day one." It was a good choice, she says, crediting TCU with helping to prepare her for the varied challenges of her job. As for her future plans, her current post will play a large part, no doubt. She says with a smile, "It's a great job for me -- I have fun at work."

Curtis C. Matthews (MBA '96)



Moving information through cyberspace is Curtis Matthews' work. He's founder, president and CEO of privately-held, Irving-based PFK Holdings, Inc. (better known by the name of its flagship subsidiary, PFK eBusiness Systems), offering webware, web hosting and e-commerce services to mid-market and Fortune 1000 companies. Started in 1997 in Matthews' game room, PFK today has over 60 employees, numerous patents (pending), a fully functional call center and a shelf full of special recognitions and awards for outstanding growth and performance.

What's more, PFK is a hi-tech rarity, consistently profitable from day one. Matthews, a 34-year-old Indiana native, explains, "I just run a new-economy company in an old-economy fashion. That simply means you don't spend more than you take in. We have a long-term perspective: we build relationships and do good work over a long period of time. We still have our first customer and our first employee. I'm proud of that." That loyalty is typical of

PFK and Matthews, comments his CFO, John R. Lee, Jr., who was also PFK's first customer: "Curtis is extremely loyal to his employees though he's also a no-nonsense business man. He expects people to do what they say they will."

Matthews also had solid expectations of TCU's MBA program, and he was not disappointed. He says, "[My MBA] is very valuable to me -- I'd do it again in a heartbeat." CFO Lee credits the MBA with helping Matthews successfully guide the company along its fast-moving upward trajectory. As that growth continues, Matthews says he'll keep doing what works, "Moving 0's and 1's across the digital highway. That's all information is. The technology keeps changing, but the work's the same: how to move 0's and 1's better, faster, cheaper. That's how you stay ahead of the game."

Richard A. Berry (MBA '73)

You can follow Richard Berry's work in the financial pages. Berry, a 56-year-old Dallas native who also holds a BBA from TCU ('68), is VP of AIM Capital Management, Inc., and senior portfolio manager for AIM's family of municipal-bond mutual funds and a number of tax-free private accounts. Berry, a Chartered Financial Analyst, views his work as much more than number crunching. He explains, "It's more art than science. There are numerous math and com-



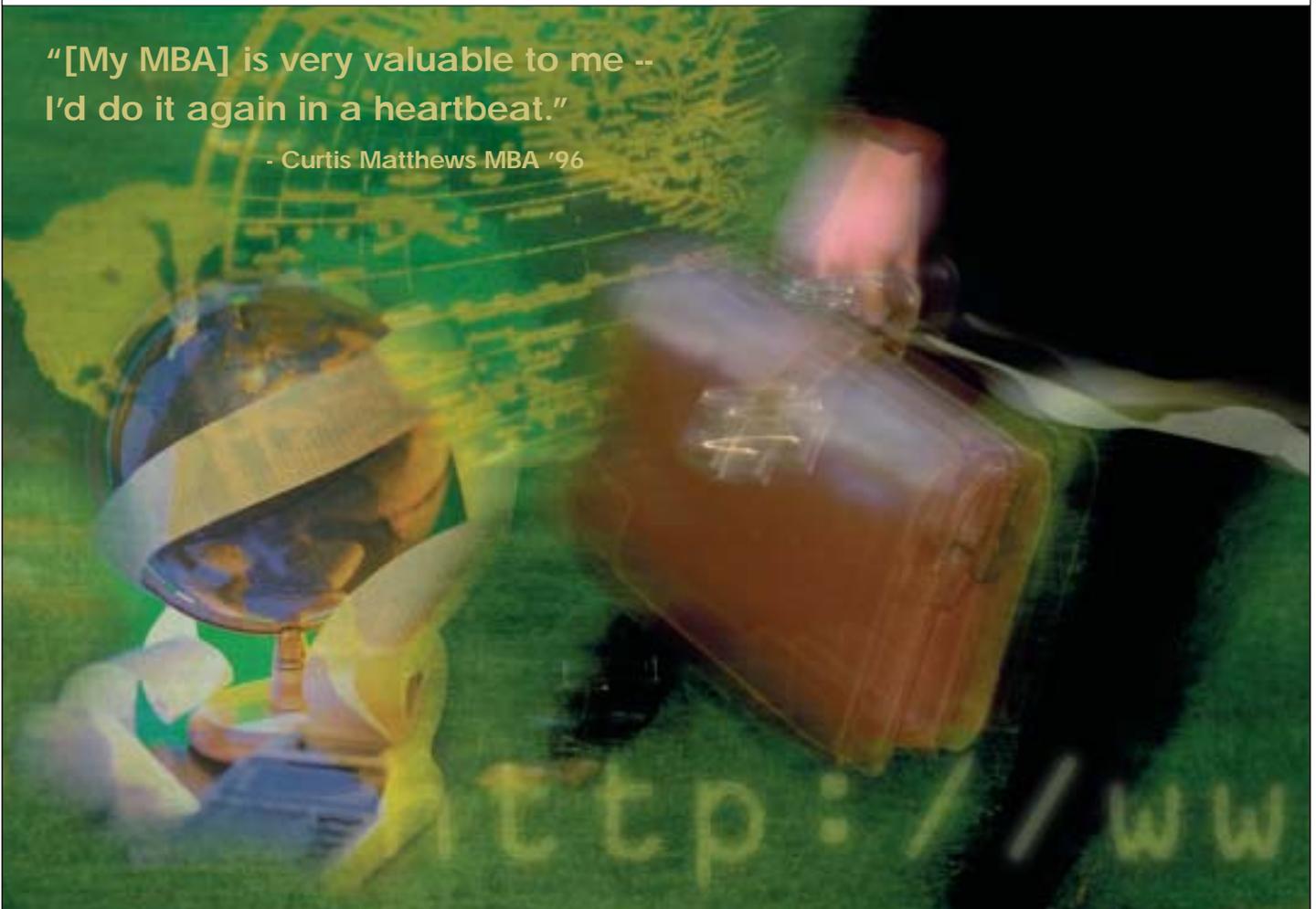
puter generated risk-return analyses, but those are only tools; they don't make the decisions. It's a humbling business. Any investor is going to be wrong sometimes. The trick is to be right more than you're wrong."

Obviously, Berry has that down pat. His peers have tapped him for such prestigious leadership roles as president and director of the Dallas Association of Investment Analysts and chairman of the board of regents of the Financial Analysts Seminar. "He's definitely a role model [in his field]," notes TCU Associate Professor of Economics Charles M. Becker, who taught Berry in graduate school and took the rigorous exams for the CFA designation with him as well.

Berry chose his life's work after being intrigued by undergrad investment classes, and he stuck with it for the challenge and the chance to chart his own course. He credits TCU for getting him off to a good start: "The small size of the classes lets you develop a relationship with the professors. They were all very accessible and willing to talk about any subject, whether covered in the class or not." Asked about future plans, Berry shows he's achieved the professional nirvana most of us can only aspire to. He says, "I plan to keep doing what I'm doing. I wouldn't change a thing."

"[My MBA] is very valuable to me --
I'd do it again in a heartbeat."

- Curtis Matthews MBA '96





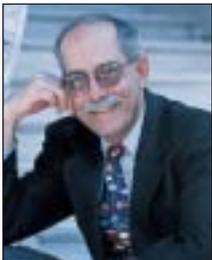
BY MA'LISA MANN

Creating the next generation of educational leaders

Education has become a complex, multifaceted enterprise requiring an array of skills. To aspire to excellence, superintendents, principals and business trainers must be proficient business practitioners as well as skilled educators. To add to the challenge, the United States is facing a shortage of educational leaders at every level, especially viable superintendent candidates.

With this in mind, TCU's School of Education and the Neeley School of Business have created a comprehensive program that integrates an MBA with a doctorate in educational leadership, effectively combining the best of business and educational disciplines. Enrollment in this distinctive program (one of three in the nation) is initially limited to five students. Classes are scheduled to begin in fall 2002.

MBA/Ed.D. students will master the managerial and educational skills they need to lead a school, a district, or an educational agency or foundation, says Dr. Mike Sacken, education faculty member and program director. Sacken led the program's design team at the request of Neeley School Dean Robert F. Lusch and School of Education Dean Samuel Deitz. "The reaction (from prospective students) has been quick," Sacken adds. "Education graduate students have desired a TCU doctorate for decades."



Dean Samuel Deitz

Before applying to the doctoral program, joint degree program candidates must be admitted to and successfully complete the first year of the Neeley School's day MBA program as well as summer coursework in educational administration.

Steve Inman, a high school teacher and aspiring educational administrator, was already enrolled in the Neeley MBA program when he heard about plans for the dual degree. It impressed him to learn that the nation's premier schools of education at Stanford University and Teachers College of Columbia University were the only other U.S. institutions integrating the two degrees.

"I think the combination of an MBA and a doctoral degree in education is a uniquely different type of degree — it sets universities apart," Inman says. "Schools need to take advantage of business knowledge and this degree does that."

The seed of an idea...

The idea for the new degree program developed in

Deitz's mind before he approached Lusch. Both men had observed that school districts frequently hired CEOs in attempts to solve their leadership problems — a tactic that wasn't always successful.

"Every industry has a unique culture, including educational systems," Lusch notes. "If you don't understand that culture, you really can't be an effective leader. Sam and I both saw a great opportunity to help individuals with backgrounds in education aspire to leadership positions. We'll give them additional education but with a strong dose of what they would get in an MBA program, which is frankly what they need."

Both academic leaders admit there are challenges in melding two university disciplines into a single, highly specialized program. Among those: overcoming bureaucratic entrenchment; developing a creative, open-minded program design team; marketing to a specific audience; and maintaining the program and interdisciplinary relationships.

The first two challenges have been successfully addressed. "The groups from the two schools had almost no problems designing a degree that weaves education in and around an MBA," Deitz says. "They did it remarkably quickly and well. We'll spend the next year fine-tuning the program, pulling together an advisory committee of various business and educational leaders, and then recruiting a class."

Just the start...

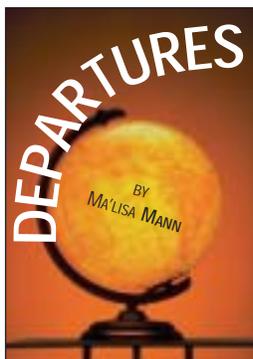
The MBA/Ed.D. program is just the beginning. The Neeley School recently initiated discussions with faculty members and administrators in the College of Science and Engineering about a potential MBA/M.S. in environmental science.

"There's a dire need for well-trained people who are willing to take on leadership roles in education. Our graduates will have expertise in both business and education. They'll be excellent educators, but they'll be excellent administrators as well."

- Dean Samuel Deitz
TCU School of Education

"Joint or dual degree programs are going to grow in importance because they provide value career preparation for unique opportunities," explains Dr. Charles (Bob) Greer, associate dean for Neeley graduate programs. "Such programs also provide important time savings for experienced professionals," he continues, emphasizing that joint programs are structured to allow participants to receive two degrees in less time than would be required if they sought the degrees separately.

With more than 400 MBA programs in the United States, reaching potential students interested in unique career areas is essential if the Neeley School wants to remain competitive, Lusch concludes. "If we're going to move up in the national rankings in a mature MBA industry, we have to do it through a niche strategy."



Study abroad classes give MBA students a global perspective



Most seasoned educators would tell you that some of the best learning experiences occur *outside* the classroom.

In the case of many Neeley School faculty, that's way outside the classroom — as in Germany, Mexico and France. Each year, Neeley faculty members lead study abroad courses that give MBA students a firsthand look at how business is conducted outside the United States. Don't speak German, Spanish or French? No problem. All courses are taught in English.



MBA in Germany Participants

Carter Davis, a 2001 graduate who is now a product manager for Sabre Inc., participated in the first "Doing Business in Mexico" management course led by Dr. Greg Stephens this

spring. The highlight of the class was a weeklong trip to Puebla and Mexico City. "I don't know that I'll ever have an overseas assignment, but I felt it was imperative to experience the global nature of business rather than just read about it," Davis says. "It's one thing to talk about another culture in class, but it's another thing to actually experience it."

Dr. George Low — a marketing faculty member who has taught the MBA in France program for two years — shares that view. "Being in a different environment is part of the learning experience," he explains. "It broadens students' perspectives about what life's all about, about differences in business and culture."

In May 2000 and 2001, Low co-taught a three-week program based in Dijon, France. In between visits to such corporate giants as Michelin, Nestlé and Carrefour, both full-time and professional MBAs analyzed international marketing case studies. They also boned up on French culture, economics, history and language with faculty members from TCU's partner university, Ecole Supérieure de Commerce de Dijon.

If they're not exhausted from corporate field trips and learning a new language and culture, students like 2000 MBA in France participant Erik Olson make weekend trips to Paris, Amsterdam, Zurich and Munich.

Olson believes a study abroad class should be required of all MBA students, but admits that the schedule can be daunting. "I think the entire class kept up with the work and actively participated in the class because we were essentially surrounded by our assignments," he says. "Instead of wondering what European managers might believe about topics we discussed in class, we actually asked them. I learned so much about the European economy, the cultural differences in international business and the cumbersome government regulations that affect overseas commerce."

Classrooms without boundaries

What happens outside the study-abroad classroom is often as important as what occurs inside, says Curt Bourne, a 2000-2001 participant in Dr. Rob Rhodes' mid-winter "Law and Business in the European Union" course, held annually in Cologne, Germany. "Traveling in Europe gave me a chance to see the effects of European Union court decisions firsthand," he says. "I even encountered learning opportunities while sharing meals with Dr. Rhodes and other students."

A management instructor and attorney, Rhodes emphasizes the impact the barrier-free EU market has had on the movement of goods, services, people and capital. He schedules longer, less frequent classes so that students can maximize their European experience. "Encouraging such activities may seem non-academic, but I believe they contribute to my students' growth," he explains. "I often tell them I never really understood the United States and probably wasn't objective about my country's strengths and weaknesses until I traveled abroad."

Stuart Royal, a participant in Rhodes 2000-2001 course, says he benefited personally and professionally from his experience in Germany. "On a professional level, the classroom material helped me in several of my classes; for example, I was able to apply European Union law to an end-of-semester project."

Chelsea Brown, a 2001 "Doing Business in Mexico" class participant, says international courses give MBA students unique experiences by exposing them to a variety of business communication cultures. "Like it or not, globalization is a reality in business today, and the international courses are an excellent preparatory mechanism..."



MBA in France Participants at Nestlé World Head Headquarters, Vevey, Switzerland



Business@dvantage, Fall 2001

MBA

1970s

James "Jim" Marshall Bowie MBA '74, BBA '73 is in charge of major accounts for BellSouth Business in West Georgia. jim.bowie@bellsouth.com

Prashanta Sen MBA '75 retired as a director with Lovelock & Lewes, which was part of Coopers & Lybrand in India. He resides in Calcutta with his wife, Krishna, a senior professor in the Department of English at Calcutta University. thesens@cal.vsnl.net.in

Steve Allen Antry MBA '78, BBA '77 is president and board chairman of Beta Oil & Gas, Inc., a public exploration and production company. With a market value exceeding \$100 million, Beta (based in Tulsa with offices in Houston) is one of the fastest growing companies in its sector, with primary production and activities in five U.S. states and western Queensland, Australia. Stevea@betaoil.com

Lawrence Jay Morrison MBA '78 retired from Continental Airlines in 2001. Larry (also known as "L.J.") received his J.D. from Texas Wesleyan University School of Law in 1999 and is now an attorney with the Houston firm of Schroeder Walthall Neville L.L.P. Lmorrison@houston.rr.com

1990s

Michael B. Hobbs MBA '92, BBA '84 is senior vice president, investment banking, for McDonald Investments, a 76-year-old, full-service investment bank with headquarters in Cleveland. He opened the company's Denver regional office in 1999 following its merger with KeyCorp. He and wife Michele (TCU '84) have two children: Adie (6) and Connor (3). mhobbs@mcinvest.com

Steven Roy "Steve" Doil MBA '88, BBA '93 is a director with Compaq. He lives in Spring, Texas. Steve.Doil@Compaq.Com

Kendall McKinley Brown MBA '95 and husband David welcomed their first child, Jackson Barrett, on April 7. The family lives in Dallas.

Christian Faitz MBA'96 joined the Swiss bank of Julius Baer as head of European Chemicals Equity Research. He is still based in Frankfurt, Germany. cfaitz@yahoo.com

Erik Sylvest Hansen MBA '98 has worked for Peterbilt, a division of PACCAR, Inc., a worldwide manufacturer of heavy-duty trucks, since 1993. After graduating from TCU's evening MBA program. Erik was selected to go through PACCAR's Leadership Development Program, which included assignments with various PACCAR entities in North America and Europe. He spent three months at the DAF Trucks division in the Netherlands. After completing the program, he was promoted to marketing brand manager, vocational products, at Peterbilt Motors Co., headquartered in Denton. Erik lives in Fort Worth with his wife, Kathryn, and eight-year-old son, Alex. kalerik@flash.net

Barrett A. Clark MBA '99, BBA '95 works for America Online's market research division: Digital Marketing Services. He was recently promoted to manager of technology operations, and is responsible for the implementation and maintenance of an international panel that conducts research in five languages across the globe. barrettclark@aol.com

Daniel M. Poschmanns MBA '00 is a trainee for Quelle AG. He lives in Nuremberg, Germany. Daniel@Poschmanns.com

Quay T. Lutrell MBA '00 is director of marketing for All Saints Health System in Fort Worth. lutrellq@allsaintshealth.org

UNDERGRADUATE

1970s

Charles G. "Chuck" Warczak '70 recently participated in a management buyout of Sunburst Hospitality Corporation, a nationally recognized hotel company in Silver Spring, Maryland. He is Sunburst's senior vice president/CFO. chuck_warczak@sunbursthospitality.com

Mark A. Miller '72 is back in Santa Fe after four years in Hawaii. He is a national sales manager, focusing on meetings at La Posada de Santa Fe Resort and Spa. Mark says his family was happy to return to the Rockies. miller@laposadadesantafe.com

1980s

Thane Alan Wyman '84 is vice president and account executive with London-based Willis Limited, a global insurance broker and risk-management consultant. He is located in the Houston office's marine and energy practice and is also a member of Willis' global utility practice. wyman_th@willis.com



IN SEARCH OF... ALL TCU Neeley School of Business ALUMNI

James L. Cook III '87 recently joined Dallas-based Akili as business area vice president, and will lead the company's expansion efforts in Houston and the Gulf Coast. James previously was an executive with Cap Gemini Ernst & Young consultation firm. He lives in Houston with his wife, Landa, and their children.
Jcook@akili.com

James Robert "Jim" Benson '89 is an associate with the Richard D. Minker Company. He lives in Fort Worth.
jimatwork@msn.com

John Andrew LaBoon '89 has joined the law firm of Mayor, Day, Caldwell & Keeton LLP, where he continues to defend medical malpractice and product liability lawsuits.
jlaboon@houston.rr.com

Lance Edward Ralston '89 is employed by Salomon Smith Barney. lance.e.Ralston@rssmb.com

1990s

Tjoan Hin "Freddy Suyapto" Go '90 lives in Tangerang, Indonesia. freddy@link.net.id

Joe G. Weaver '92 is senior vice president with Bank of America. He manages the North Florida Premier Banking Group, which specializes in providing financial products and services to affluent professionals like physicians, attorneys and corporate executives. Joe lives in Jacksonville with his wife, Shannon, and their toddler son, McGuire. joe.weaver@bankofamerica.com

Michael Lacy Rowland '95 is the technical director for SBC Services. He lives in Dallas. mwkrolo@swbell.net

Brett Lance Atwood '96 is executive vice president for Titanis, Inc. He lives in Spring, Texas. brett.atwood@asktitanis.com

Elizabeth Jane "Betsy" Oltman Whitehead '96 recently married and moved to the Houston area. bowhead8@yahoo.com

Bela R. "The Great Bel" Onken '98 lives in Munich, where he works for Deloitte & Touche Corporate Finance in the M&A Lead Advisory Team, specializing in New Economy mergers and acquisitions and capital raising. bonken@deloitte.de

2000s

Kristen Kilian Petty '00 is an account executive for Financial Perspectives/Business 1060. kkilianp@aol.com

In an effort to bring alumni from around the globe back together, the TCU Neeley School of Business is proud to announce the publication of the first alumni directory of our BBA and MBA graduates.

Scheduled for release in the summer of 2002, our Neeley Alumni Directory will be the most up-to-date and complete reference of more than 12,000 TCU Neeley School grads ever compiled! This comprehensive volume will include current name and name when a student (if different) as well as class year(s) and all degree(s) earned. Each biographical listing will also include home address and phone number, names of spouse and children, in addition to detailed professional information.

The new 2002 edition will list alumni alphabetically with the information outlined above, by class year (for both BBA grads and for MBA grads), by geographic location and by occupation in our special career networking section.

The Neeley Alumni Office has chosen the Bernard C. Harris Publishing Company to produce this special edition. Harris will soon begin researching and compiling the data to be included in the directory by mailing a questionnaire to each alumnus/a. Please be sure to fill it out and return it as soon as you receive it. (If we don't have your current address, please contact the Neeley Alumni Office (817.257.7154) as soon as possible so we can make sure you receive a directory questionnaire!)

With your participation, the 2002 edition of the TCU Neeley School of Business Alumni Directory will sure to be a great success. Look for more details on the project in future issues of our on-line alumni newsletter.



We want to know!!

Share your good news, professional or personal, with other Neeley School alumni in the Class Notes section of Business@dvantage. Please make sure to include your full name, address, e-mail address and Class Year.*

Submit Class Notes at
www.neeley.tcu.edu/alumni/notes
or mail to Assistant Dean,
Neeley School of Business,
TCU Box 298530, Fort Worth, TX 76129

*Announcements may be edited due to space restrictions. Information received will be published as soon as possible.

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