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## Fritz Rahr

MBA alum returns  
to his roots: 8

The NEELEY  
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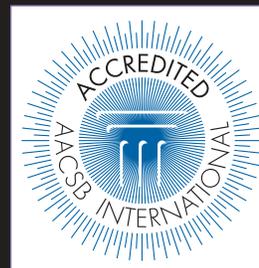
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# NEELEY IN THE News

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Fehmi Zeko (BBA '81, MBA '82), Salomon Smith Barney

## EMBA STUDENTS TO VISIT CHINA

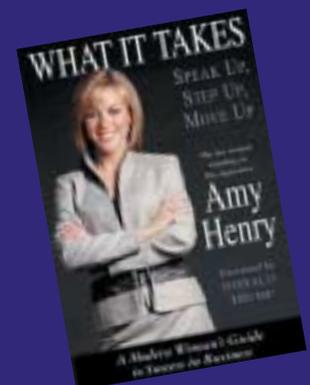
The EMBA Class of 2006 will go international in May with a week-long trip to China. The trip is part of the Global Environment of Business course, a requirement of the EMBA degree program.

From May 14-21, Dr. Nancy Nix, Dr. In-Mu Haw, and EMBA Assistant Director Brenda Daraiseh will accompany the 24 students to Hong Kong and Shanghai. The group will stay four nights in Hong Kong and three nights in Shanghai, experiencing both business and cultural aspects of China. Dr. Nix and Dr. Haw will teach and facilitate academic components of the course, and students will visit companies including IBM China, Campbell Soup Asia Ltd., Citibank, the Hong Kong Stock Exchange, Johnson & Johnson Ltd., and Alcatel Shanghai Bell.



## HENRY RETURNS TO TCU FOR BOOK SIGNING

Neeley School MBA alum and finalist from the first season of "The Apprentice," Amy Henry (MBA '97), returned to the TCU campus on September 30th to sign copies of her new book and chat with TCU students, staff, and faculty. Henry's book, *What It Takes: Speak Up, Step Up, Move Up: A Modern Woman's Guide to Success in Business*, discusses strategies and tactics that women can use in the workplace to get ahead. During the event, Henry answered questions from students about everything from her fellow contestants on "The Apprentice" to Donald Trump's hair. Most notably, Henry told the audience that her education at the Neeley School gave her the foundation that helped her succeed on the show.



## CHARLES TANDY EXECUTIVE SPEAKER SERIES BRINGS TOP INDUSTRY LEADERS TO TCU

The Charles Tandy Executive Speaker Series hosted some of the nation's most influential business leaders this fall, drawing faculty, staff, students, alumni, and area business people to the TCU campus for the popular breakfast event. With standing-room-only crowds, the Speaker Series offered a wide range of relevant business topics from the perspective of current corporate executives.

The 2004-2005 Charles Tandy Executive Speaker Series roster kicked off with energy industry investment banking expert Matthew R. Simmons in September. Simmons, chairman and CEO of energy investment banking group Simmons & Company, discussed the state of oil and gas reserves in the current sociopolitical climate.

In October, the Series welcomed 7-Eleven, Inc. president and CEO James W. Keyes and Kinder Morgan, Inc. president and CEO Richard D. Kinder. Keyes' lively presentation explored entrepreneurship and ownership issues, as well as marketing and sales issues facing the world's largest convenience store retailer.

Kinder, former president and COO of Enron, visited the TCU campus in late



7-ELEVEN, INC. CEO JAMES W. KEYES (L) AND GARY R. ROSE, EXECUTIVE VICE PRESIDENT AND COO, 7-ELEVEN, INC.

October and discussed the timely issue of aligning shareholder interests with executive compensation. The topic, as well as Kinder's unique perspective on the issue, drew a broad array questions from the audience.

The next speaker in the Charles Tandy Executive Speaker Series will be K.O. Chia,

former managing director of Walden International in Hong Kong. Chia will speak at the Dee J. Kelly Alumni & Visitors Center on Wednesday, March 30, 2005. For more information or to RSVP, call 817-257-7115 or email [neeleyrsvp@tcu.edu](mailto:neeleyrsvp@tcu.edu).

## National Conference Highlights Impressive Year for Neeley Entrepreneurship Program

Students from TCU's Collegiate Entrepreneurs Organization (CEO) traveled to Chicago this fall for the organization's national conference. Sponsored by the Neeley Entrepreneurship Program, the TCU CEO chapter was named the best CEO Chapter in the country in 2003. At this year's conference, the chapter received a second place award for best student-run website and was the recipient of the prestigious E-Diffusion Award. The E-Diffusion Award recognizes the CEO chapter that has done the best job of recruiting and creating programs for students who are not in the business school. TCU's CEO chapter, with 32 non-business school students out of the group

of 156 members, was recognized with the award for its efforts to bring non-business students into the organization.

In addition to the awards for the chapter, student Justin "Red" Sanders was recognized at the CEO conference as a finalist for the Global Student Entrepreneur of the Year award. Sanders was the Sunbelt Region award winner and was one of only 12 finalists from around the world selected to compete for the award. While Sanders was not selected as the grand award winner at the CEO conference, his achievements exemplify the high caliber of entrepreneurial students we are attracting at the Neeley School.

## NEELEY SCHOOL HOSTS NATIONAL BLACK MBA ASSOCIATION'S 4TH ANNUAL CORPORATE APPRECIATION RECEPTION

The Neeley School played host to the Dallas/Fort Worth (DFW) Chapter of the National Black MBA Association (NBMBA) in November for its 4th Annual Corporate Appreciation Reception. The reception was held at the Dee J. Kelly Alumni & Visitors Center and was attended by NBMBA members, corporate guests, and Neeley faculty and staff.

NBMBA President and CEO Barbara L. Thomas was the keynote speaker for the reception. Thomas, who has been part of NBMBA for more than a decade, spent 25 years working for the Columbia Broadcasting System (CBS). She was the first black woman to complete the CBS School of Management, and following her early retirement from the network, she utilized her experience in directing financial turn-arounds to help transform and renew the financial status of several deteriorating non-profit organizations. In her keynote address, Thomas highlighted the life and contributions of M.J. Neeley and encouraged NBMBA members to dedicate themselves to promoting opportunities for exceptional men and women across the country.

The reception honored members of the business community who have been instrumental in supporting the NBMBA, including Abbott Laboratories, Alliance Data Systems, American Airlines, BELO, Blockbuster, Brinker International, Burlington Northern Santa Fe, Cadbury Schweppes, Carlson Restaurants Worldwide, Citigroup, Comerica, Countrywide, Dell, Frito Lay, H. E. Butt Grocery Company, Nokia, PepsiCo, Pizza Hut, RadioShack, Sabre Holdings, The Staubach Company, Southern Methodist University, TMP/Monster.com, the Neeley School of Business at Texas Christian University, Texas Instruments, University of Dallas, Verizon, and Watson Wyatt.

**NBMBA PRESIDENT AND CEO BARBARA L. THOMAS (L) AND NBMBA DFW CHAPTER PRESIDENT KEVIN DAVIS (R) PRESENT AN APPRECIATION STATUE TO YOLANDA CARROLL OF BURLINGTON NORTHERN SANTA FE.**



## NEELEY MBA PROGRAM WELCOMES NSHMBA '04

The 15th Annual NSHMBA Conference and Career Expo was held in Fort Worth on October 21-23, 2004, bringing to town more than 6,200 Hispanic professionals and representatives from 290 of the nation's leading corporations. As a major academic sponsor of the event, the Neeley School was able to showcase the Neeley MBA Program to visitors and corporate representatives. Neeley MBA students took advantage of the career expo to network with corporate recruiters from firms such as AT&T, Citigroup, IBM, Johnson&Johnson, Microsoft, PepsiCo, and UBS. MBA admissions director Peggy Conway served as the national co-chair for the conference.



The conference also attracted representatives from 73 of the top business schools in the U.S. The Neeley MBA Program hosted a welcome dinner for the visiting university representatives at Reata in downtown Fort Worth. Universities represented at the dinner included Babson, Duke, Michigan State, MIT, Wake Forest, University of Chicago, University of Virginia, Washington University, Yale and more.



## EIF Operations Room Gets New Look



The Educational Investment Fund (EIF) operations room is sporting a new look these days after a complete remodeling in Fall 2004. The room is home to students in the EIF program and provides students with access to Bloomberg terminals and a variety of research resources, along with comfortable workstations and a large boardroom-style conference area.

TCU launched the EIF in 1973 with a large donation from William Conner, the co-founder of Alcon Laboratories. The Fund is operated entirely by students, offering the experience of administering and managing an equity portfolio. Graduate and undergraduate students must go through a highly-competitive application process to participate in the EIF, and must make a two-semester commitment to work on the Fund.

Throughout the history of the EIF, more than \$2 million has been distributed by the Fund to the William C. Conner Foundation's two beneficiaries, Texas Christian University and the Department of Ophthalmology at Baylor Medical School, in the form of an annual contribution.

# Switching Tracks



## FRITZ RAHR SCRAPS RAILROAD GIG FOR ENTREPRENEURIAL BREW

By Rachel Stowe Master '91

When Frederick “Fritz” Rahr, Jr. (BBA ’89, MBA ’93) walked away from an 11-year career with the railroad more than a year ago to launch his own microbrewery, he was simply returning to his roots. A homebrewer since he was 13, Rahr is from a family of brewers who migrated to Wisconsin from Germany in 1847 to brew and produce malt. They brewed up until Prohibition and continue to make malt today as Rahr Malting Co., the fifth-largest malt company in the world.

After receiving his BBA in 1989, Rahr worked for Durst Malting Co. in Germany, making malt for beer. From there, he went to brewing school in Chicago. “Then I thought I better finish it all off and go get my MBA,” he recalls.

But a funny thing happened on the way back to the brewing industry after Rahr was equipped with his MBA in 1993. He couldn’t find a job in beer that paid more than peanuts. His brewing plans were derailed by an enticing offer from a railroad company. And Rahr found that life was good as a railroad account manager in Houston... for a while. But gradually the work began to lose its luster, and Rahr began to yearn for a change.

“It was a fine industry, but an industry that was going through consolidation and was going to continue to go through consolidation. It was basically a job for me, and something I didn’t feel any passion for. I didn’t feel I was giving the position 100 percent, and that’s something I wasn’t happy with. If I couldn’t give it 100 percent, then I needed to go back to what I originally wanted to do, and that was brew beer,” explains Rahr.

Rahr, now 37, credits his wife Erin with steering him back to brewing. “She was very concerned about me and my well-being and wanted to make sure whatever we did was something I was going to be happy doing,” he says. “She started encouraging me to go back and look at the brewing industry and start home brewing again.”

That was at the beginning of 2003. Rahr resigned from the railroad position in August, and by mid-February of 2004, Rahr & Sons Brewery secured a facility in Fort Worth. The decision to head back to Fort Worth was made easier by Erin’s parents, who live in the area and who were eager to help out with Rahr and his wife’s two young sons while the couple built their business from the ground up.

Backed by about \$750,000 startup capital, the company converted an empty 20,000-square-foot warehouse into a microbrewery. It officially opened and began selling beer in September and in late 2004 began bottling Rahr Blonde (a traditional German lager), Rahr Red (a Vienna style) and Ugly Pug (a black lager) for shelves at Kroger, Central Market, Majestic Liquors, King Liquors, Minyard Food Stores and others. The plan is to have a mix of two or three year-round beers, as well as two to three seasonal varieties. (Look for Hoppin’ Horned Frog, an India pale ale, this fall.) Once the company is confident it has the capacity to meet the demand of the local community, Austin and Houston will be the next two markets to enjoy its beers.

“I think the MBA gave me the confidence to sit down and put a business plan together – a business plan that was well thought out, well developed, and well organized. I think the TCU MBA program does a very good job of organizing an

individual’s ideas and implementing those ideas in the best fashion possible,” Rahr says.

Rahr received another confidence boost when, after moving back to Fort Worth, he met with his former professor and mentor, Dr. Bill Moncrief, to discuss his business plan. “He was very gracious and offered me some feedback, but in a nutshell gave me his blessing,” says Rahr. “That gave me the confidence to move forward and know I was headed in the right direction.”

“We kind of talked about the process and taking the big leap,” says Moncrief, senior associate dean at the Neeley School. “That’s just something that Fritz has always wanted to do. He comes from a family of brewers. I’m proud of him. I’m thrilled with what he has done to this point. And it’s good beer too.”

In today’s marketplace, it’s common not only to change jobs over the course of a career, but also to change careers several times. “Changing jobs is one thing. Changing careers, especially if you’re going to become an entrepreneur, that’s a little bit more of a risk,” says Moncrief.

Though Rahr is proud of his team’s progress and upbeat about the future, he is quick to admit it was “incredibly scary” to make the leap. “It’s still scary and very stressful,” says Rahr. “But the difference is that when I was working for the railroad, the stress was always an outside force being put on you by the company and you didn’t feel like you always had the ability to make changes to rectify problems. It’s still very stressful here at our company, but it’s my stress. I can make changes very quickly and implement a solution to fix a problem.”

With more control comes more pressure to succeed, “Because if you don’t, there’s no one else to blame,” says Rahr. “There’s more pressure and more angst, but with that comes the excitement of creating something for yourself, creating a future for your family and building something here in Fort Worth that hopefully is going to be around for a very long time.”

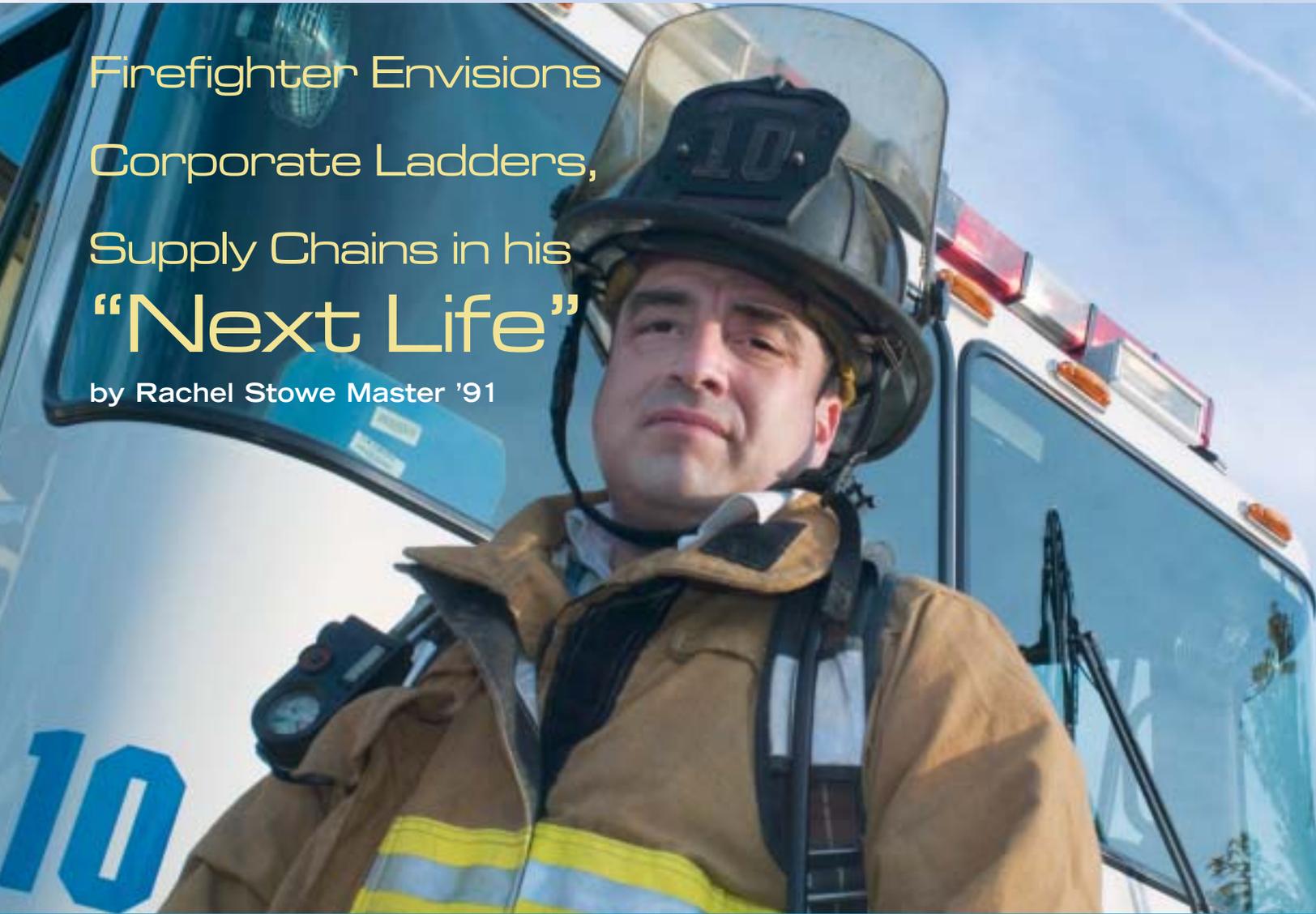
*Rachel Stowe Master ('91) and her husband Kevin (MBA '91) live in an area of unincorporated Tarrant County with their three sons.*

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”



# Firefighter Envisions Corporate Ladders, Supply Chains in his “Next Life”

by Rachel Stowe Master '91



Undergrad Ricardo “Ric” Neaves, Jr. is aggressive in his position on retirement. But instead of visions of mastering his golf game, his sights are set on dominating the supply chain.

After a dozen-year hiatus, Neaves — a 42-year-old lieutenant with the Fort Worth Fire Department — is back in the classroom and on track to complete a double major in Supply Chain Management and eBusiness in Spring 2007. According to Neaves’ calculations, that still gives him five or so years to build up his relationships and experience in supply chain and eBusiness circles before retiring from his day job. “So it’s not that I’ve stopped one job and started the other one — they kind of overlap,” he explains. “It’s reducing risk.”

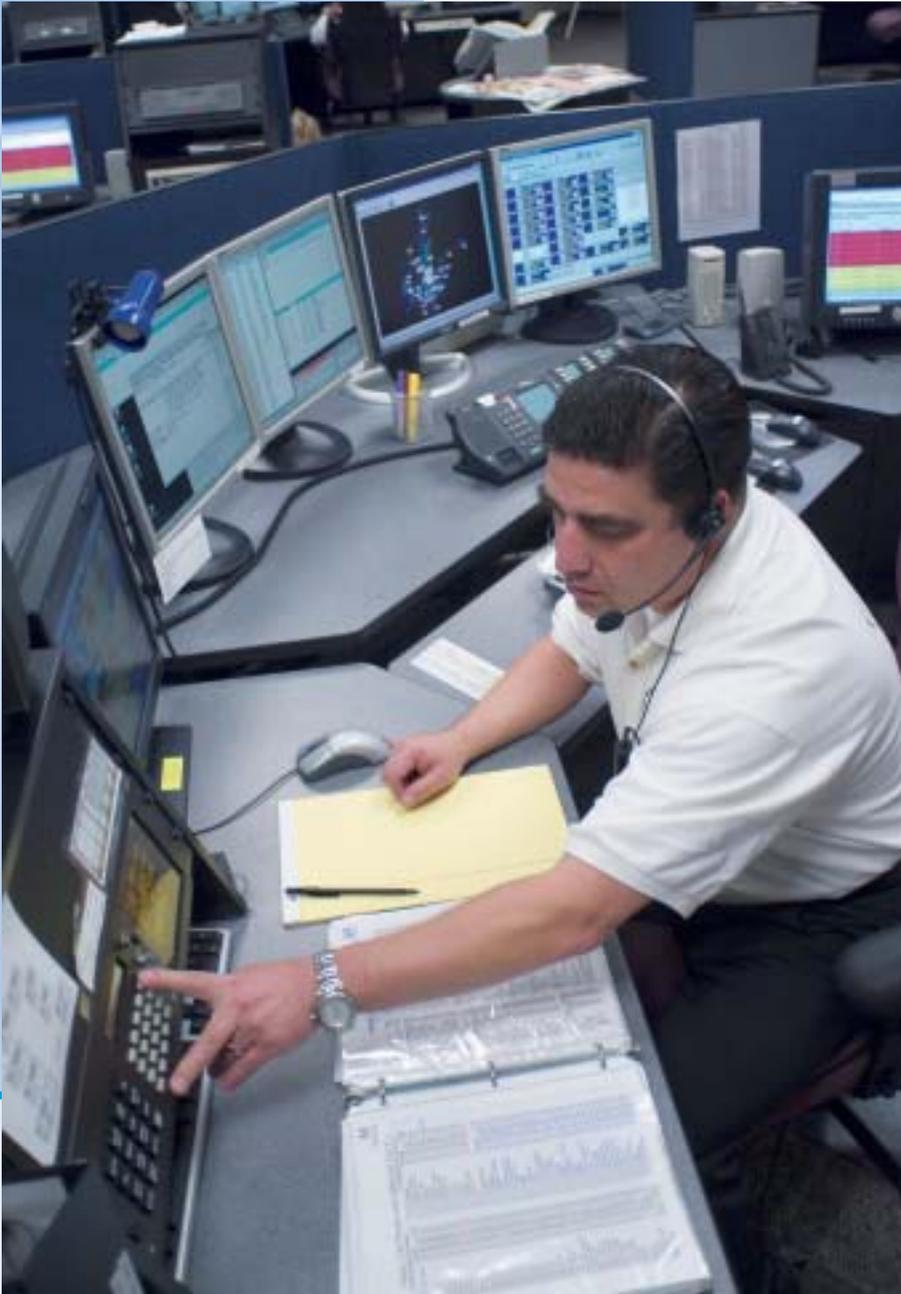
A firefighter for 23 years, Neaves has nurtured his entrepreneurial spirit equally as long. Early on, he managed 200 units of rental property. Later, he and a partner bought, fixed, flipped and rented homes (ranging from single-family units to four-plexes). His current venture is a financial planning firm focusing on the needs of firefighters and police officers, which he runs with a colleague. And, according to Neaves, lots of “little stuff” in between.

“Obviously there’s a lot of failure involved in any kind of success. You knock your head up against the wall and then go in another direction,” he says. “In doing that, you meet other people and find other opportunities and try to capitalize on them.”

Neaves returned to TCU’s Neeley School because he wanted to do something with his “second life,” he says. “I’m not leaving the fire department. I’m going to retire from the fire department. But because of my schedule I can go back to school, get my degree and go a different direction after I retire.”

Neaves credits his return to campus in large part to his friend and mentor, Associate Professor of Management Chuck Williams. “Ric took an introduction to management class with me over a decade ago, and we’ve stayed in touch ever since,” says Williams. The two met for lunch every year or two, where they would discuss what Neaves wanted to do next in his career.

“One of the themes that I heard behind the things that he liked to do was that he loved solving problems and bringing structure to disorder, and that he also liked to improve the efficiency of how things ran,” says Williams. “And the more he talked, the



projects and scheduling meetings when everyone can be there. It's like I'm spinning plates and juggling bottles and hoping nothing crashes," he quips.

His wife and four kids — ages 19, 15, 10 and 3 — have had to adjust to his new schedule as well. "It's been a challenge because they're used to me being there all the time, but my wife has been so supportive and so have my kids. I even took my 15-year-old to class with me one day."

But as Neaves sees it, "You cannot progress without resistance... Our culture thinks everything should be easy, friendly, polite, soft and good. But that's not reality. That's the exception, not the rule. So that's why I'm suffering through college to get a better life in the future. I know what I want to be when I grow up now," Neaves says with a laugh.

"I'm just incredibly pleased that he came back to school to finish his degree," says Williams. "He was a fantastic and enthusiastic student when he was here in the early '90s. Then he and his wife put together a family and that took precedence ... In the decade or so that has passed, none of his enthusiasm for learning has dimmed. He's here for the right reasons — to get everything he can from his education. He's a really neat person. I'm glad he's going to get a degree from TCU. It serves us well to serve people like Ric well."

*Rachel Stowe Master ('91) and her husband Kevin (MBA '91) live in an area of unincorporated Tarrant County with their three sons.*

clearer it became to me that he would like supply chain management." Adds Williams, "Ric is very detail oriented, but he also loves solving problems for clients. He likes to make systems continually improve."

Neaves points to several staff members — Kathryn Blackham in the financial aid office, along with Lynn Cole and Leigh Holland in the Neeley Student Resource Center — who have made the transition less burdensome by answering questions and offering direction throughout the ongoing process.

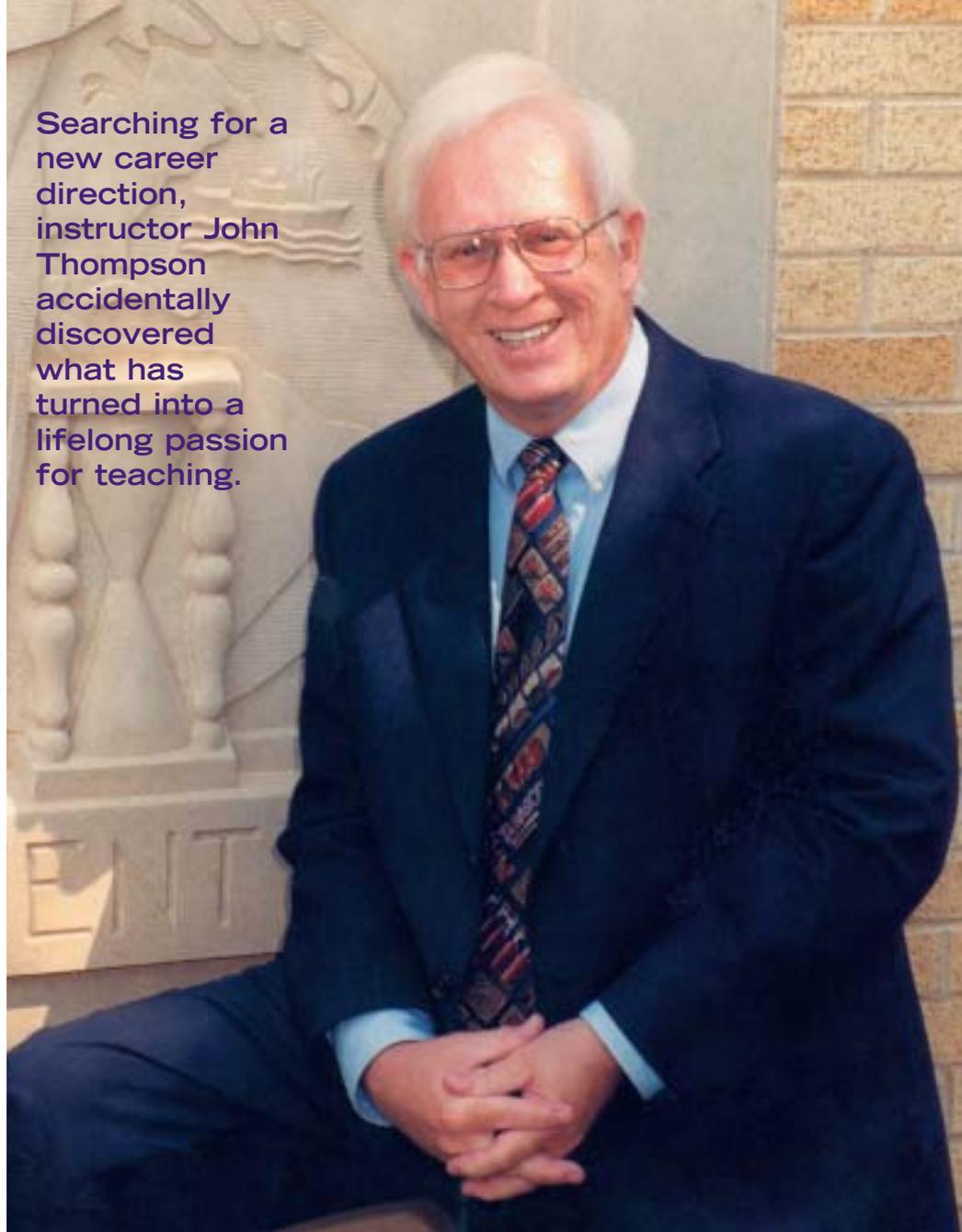
Despite Neaves' enthusiasm and determination, the transition back to school has not been easy. "It's not overwhelming, but it's definitely been a tremendous challenge," he admits. Especially the time commitment. "Because I'm a veteran firefighter and have my business where I want it, I have the free time," Neaves says. That used to mean time for play — whether it was hitting golf balls or spending time with his kids. But now he has the commitment of a 12-hour college load. "My lifestyle has changed dramatically — from having free time to do whatever I want, to having tight deadlines and being involved in team



# John Thompson

## Instructor of Marketing

Searching for a new career direction, instructor John Thompson accidentally discovered what has turned into a lifelong passion for teaching.



By Holly Preston

**B**efore coming to TCU, John Thompson was unsure of what career direction he was going to take. At a personal crossroads, Thompson's neighbor, a Neeley School marketing professor, suggested that Thompson come to the Neeley School to teach "for a year" while he figured out what career direction he wanted to take. That was 1979.

More than 7,000 students and 25 years later, the marketing instructor is still having fun. "I love business," says Thompson. "I love marketing. And I try to give my students that same type of excitement about it." The excitement seems to be spreading among his students, who have given Thompson numerous Mortar Board recognitions over the years, including in 2004, for his special contributions to the lives of students.

According to Marketing Department Chair Dr. Shannon Shipp, Thompson's dedication to students and commitment to bringing business world experience to the classroom are what set him apart. "John's dedication to the students goes far above and beyond the norm," says Shipp. "He routinely helps students obtain jobs and internships and counsels them on their choice of careers." Shipp adds that Thompson conducts interviewing and resume workshops to help prepare Neeley students for the recruiting process.

Thompson's background also sets him apart. An extensive traveler, Thompson explored Asia and the Pacific Rim during his stint in the Air Force, later traveling to Great Britain, Ireland, the Netherlands, Belgium, Germany, Switzerland,

Spain, France, Columbia, Panama and Australia in various business roles. In his years at the Neeley School, Thompson has also grown two businesses – a consulting firm and an art publishing company. According to Thompson, the experience of working with his own businesses has given him ample subject matter for his Neeley courses. “Both of those businesses have been good laboratories for me,” says Thompson. “In the art business, I’ve probably sold over seven or eight million dollars worth of art, and I’ve dealt with hundreds of artists and galleries. We were an Internet pioneer back in 1994. But, it is the mistakes I have made that make it into the classroom. In the consulting practice, we’ve had probably 60 major clients, and I’ve been able to observe the good and the bad of business. And every one of those experiences that I’ve had, I’ve been able to use in the classroom.”

“In the classroom, John combines theory and practice in a very understandable way,” says Dr. Shipp. “He has taught virtually every undergraduate marketing and management class throughout the years and brings his unique perspective of personal business experience and broad reading in the field to each class. I can always depend on John to bring a thoughtful, experienced voice to any student-based or curricular issue in the department – he’s a wonderful teacher, mentor, and colleague.”

Thompson’s students rely on his current, real world examples as they examine marketing issues, and Thompson believes that keeping up with the latest information is necessary to keep students on their toes. “Students recognize baloney,” he says. “And I’ve found that if you really want to stay in the hunt, you have to stay ahead of things. That requires you to be on top of everything – there is no complacency.”

## Greater Tarrant Business Ethics Awards

Neeley helps bring prominent Ethics Awards to Fort Worth

With the help of the Neeley School, one of the nation’s foremost Business Ethics Awards programs will now have a presence in Tarrant County. The Fort Worth Chapter of the Society for Financial Service Professionals (SFSP) began accepting applications for the 2005 Greater Tarrant Business Ethics Awards (GTBEA) in December. The awards are a regional competition for the national American Business Ethics Awards (ABEA), which recognize U.S. companies who exemplify high standards of ethical behavior in their everyday business conduct and in response to specific crises or challenges.

As one of the sponsors of the Greater Tarrant Business Ethics Awards, the Neeley School continues to establish itself as an authority on business ethics issues. Dr. Shannon Shipp, who helped establish the GTBEA with a steering committee composed of local businesspeople such as Guy Cumbie, Rick English, Byron Green, Bob Mitchell, Grant James, Larry Burgess, John Riggins, and Gary Morris, says that the Neeley School is a natural sponsor for the program. TCU joins several other prestigious institutions, such as Bentley, Wharton, and SMU as academic partners with local SFSP chapters sponsoring these awards.



“TCU has the opportunity to take a leadership role in business ethics education in the region by co-sponsoring these awards,” says Shipp. “Nominated businesses have the chance to share how they have achieved the highest levels of ethical business practice and other companies will be able to learn best practices from the nominees. There will also be several opportunities for students to learn how companies create a culture where ethical behavior flourishes.”

Each year, the GTBEA is presented in three categories: large companies (with over 2,500 employees), mid-sized companies (with 250-2,500 employees), and small companies (with fewer than 250 employees). Recipients of the Greater Tarrant Business Ethics Awards will be recognized and honored at an awards luncheon on April 7, 2005 at the Dee J. Kelly Alumni & Visitors Center at TCU. Winners from Tarrant County will compete nationally for the American Business Ethics Awards.

Sponsors for the 2005 Greater Tarrant Business Ethics Award include the Neeley School, the Society of Financial Service Professionals, the Financial Planning Association, the Fort Worth Star-Telegram, Cantey-Hanger, KPMG, Texas Health Resources, and Gary Morris Associates. For more information on the GTBEA, visit: [www.neeley.tcu.edu/ethics/gtbea2005.asp](http://www.neeley.tcu.edu/ethics/gtbea2005.asp).



SELLING & SALES MANAGEMENT STUDENTS POSE WITH JENNIFER JOHNSON (C), ASSISTANT VP OF DEVELOPMENT AT COOK CHILDREN'S HEALTH FOUNDATION.

## REFUSE TO LOSE

Neeley marketing students discover the educational and personal benefits of philanthropy in course project

by Holly Preston

What began as a unique class assignment has become a full-fledged fundraising campaign for students in Bob Akin's Selling & Sales Management course. At the beginning of fall semester, Akin introduced his class to the Refuse to Lose Campaign, which is raising money for a state-of-the-art Intra-operative MRI (iMRI) for Cook Children's Medical Center in Fort Worth. The \$4.5 million neuroimaging technology assists in the detection and diagnosis of brain tumors, and would enhance Cook Children's large pediatric neuroscience program by providing neurosurgeons with the cutting-edge technology needed to give children the best chance for a full recovery.

Akin assigned three projects throughout the course that allowed student teams to raise money for Refuse to Lose. The first project, a lemonade stand, was assigned by Akin, and gave students the opportunity to put a new spin on the childhood money-maker. In the remaining two projects, Akin encouraged students to develop their own businesses to raise money. The only caveat – each group had just \$25 seed money – money

which had to be paid back to the project. According to Akin, students were quite creative when coming up with their project ideas. "It's amazing how creative students get when they're motivated by something more than a grade," says Akin. "From selling pumpkins at Halloween, to raffles and t-shirts and bracelets, the groups jumped in and put a lot of thought and effort into their projects."

To date, students from Akin's Selling & Sales Management course have raised over \$20,000 for the Refuse to Lose fund



at Cook Children's. And many of them feel that the experience wasn't only educational, it was life-changing. "I learned a lot in the course about selling, negotiation, and put my advertising and public relations skills to the test," says student Rocio Aguilar. "But what really made the difference was the knowledge that I was working on something meaningful, contributing to a cause that will help a lot of people." Senior marketing and management

student Kimba Downey, who lost her father to a brain tumor and is a close friend of a brain cancer survivor, also feels that the class was a unique educational and personal experience. "The projects gave us the opportunity to put the things that we have been learning in our marketing classes to use," says Downey. "I've really enjoyed being involved with Refuse to Lose and knowing that I'm helping a cause that has affected my life so much."



## AUSTIN'S STORY

In the fall of 2000, country music artist Dan Roberts and his family moved to a ranch east of Fort Worth as Roberts began to promote his second album. Shortly after the move, Robert's daughter Austin became fatigued and suffered from headaches. Just five weeks later, she was diagnosed with a massive right parietal lobe brain tumor and was rushed to Fort Worth's Cook Children's Medical Center for neurosurgery. Complications from the complex surgery kept Austin in and out of the hospital, while doctors followed closely with MRIs and Brain Tumor Clinic visits. By 2003, Austin was diagnosed with a recurrent brain tumor, which was affecting her motor skills. As the Roberts discussed options, Austin's neurosurgeon mentioned a new technology called MRI Motor Mapping and the use of an Intraoperative MRI. He was certain UCLA Medical Center had the available technology, but he wasn't sure if he could get Austin there for treatment. Within hours, Dan connected with UCLA's Dr. Donald Becker, Chief of Neurosurgery and pioneer of this state-of-the-art technology, who agreed to see Austin. Austin's brain mapping studies were

clear – she would need to have a major craniotomy to remove another brain tumor that sat on her motor cortex.

Using the Intraoperative MRI to detect Austin's tumor throughout the entire surgery, Dr. Becker performed the nine-hour procedure with an expansive surgical team. Procedures of this magnitude involving this particular type of MRI technology are only offered in a few select medical centers across the country.

The Roberts family's two year battle for Austin's health has been long, but thankfully, Dan and his entire family now celebrate Austin's full recovery. She is now being treated for follow-up at Fort Worth's Cook Children's Medical Center and received a clear MRI in 2004.

The motto "Refuse to Lose" gave Austin and her family tremendous strength during her battle for her health, and inspired the creation of the Refuse to Lose fund, a \$4.5 million campaign to purchase an Intraoperative MRI and MRI mapping system. For more information, visit: [www.refusetolose.org](http://www.refusetolose.org).



# “ROAD TRIP”

## TO NEW YORK GIVES NEELEY MBA STUDENTS UNIQUE OPPORTUNITY TO MEET WITH RECRUITERS

**M**BA students from the M. J. Neeley School of Business recently returned from a “road trip” to New York City hosted by the Neeley School’s Graduate Career Service Center (GCSC). The GCSC scheduled the trip for finance and marketing MBAs to give them an opportunity to meet with prominent companies in the New York area, as well as interact with Neeley alumni.

Through alumni contacts and special corporate relationships, TCU MBA students had unique opportunities to get an inside view of some of the nation’s top financial institutions including Halcyon, Bloomberg, BlackRock, Goldman Sachs and the New York Stock Exchange as guests of Fidelity Investments. According to second-year Finance MBA student Ulviya Bashirova, the visit gave students a new perspective on career options. “It was an eye-opening experience to see how well the MBA program has prepared us to intellectually communicate with employers,” says Bashirova. “The trip was a learning experience for me and a chance to interact one-on-one with people in the investment field.”

Marketing MBAs were hosted for a day-long event at PepsiCo headquarters in Purchase, New York. PepsiCo representatives discussed employment opportunities at the corporation and gave students an insider’s look at the day-to-day operations of PepsiCo. Marketing MBA student Isela Rodriguez says that the event provided an opportunity for Neeley students to make personal connections with corporate personnel. “Visiting PepsiCo within a few months of starting the MBA program was an amazing opportunity and more than I expected when starting

my MBA education,” says Rodriguez. “Not only had I been learning about the importance of a company’s culture and its reflection on happiness at work in the classroom, but I was able to see first-hand what it means to be at PepsiCo’s headquarters and speak with current employees living the culture.”

The New York “road trip” was capped off with the Neeley School Annual Alumni event at the Marriott Eastside. Alumni from across the New York area attended the event, giving the current MBA students a chance to network and discuss career options.

Shirley Rasberry, Director of the Graduate Career Service Center, says that the trip is part of the Neeley School’s ongoing efforts to give recruiters the opportunity to interact with Neeley students on a one-on-one level. “It’s important for recruiters to not only see resumes and references, but to also have the chance to see first-hand the quality of students we have at the Neeley School,” says Rasberry. *The Wall Street Journal* recently ranked the Neeley School as the #6 regional MBA program in a national survey of corporate recruiters. Rasberry says this reflects the value of the Neeley School’s focus on giving recruiters face time with students. “Making personal connections between students and recruiters is a top priority,” says Rasberry. “The Neeley School places an incredible amount of importance on personalizing the recruitment process so that companies find the right student for the job.”

For more information on the Graduate Career Service Center, visit the GCSC web site at: [www.neeley.tcu.edu/careerservices](http://www.neeley.tcu.edu/careerservices).

**Brenda A. Cline** is vice president and chief financial officer of the Kimbell Art Foundation. She



graduated *summa cum laude* from TCU in 1982 with a Bachelor in Business Administration.

Ms. Cline is active in the Foundational Financial Officers Group, the Texas Society of CPAs, and the American Institute of Certified Public Accountants. She is a co-author of Practitioners Publishing Company's *Preparing Nonprofit Financial Statements* and *Guide to Religious Organizations*, as well as two other nonprofit accounting handbooks.

Ms. Cline was recently named a trustee of the American AAdvantage Funds and serves on the boards of the Cook Children's Health Foundation and the Christian Church Foundation. She is an elder of University Christian Church.

At TCU, Ms. Cline is a member of the Fine Arts International Board of Visitors and is a Director of the Addison & Randolph Clark Society. She served on the National Alumni Board and participated in *The Commission on the Future of TCU*.

Ms. Cline has two children, Jared, 10, and Jason, 8. She and her husband, Chad, TCU Class of 1981, live in Fort Worth. She enjoys playing the cello, attending TCU athletic events, traveling, and taking part in outdoor recreational activities.



## Graduates

### 1990s

**Michael Bodino** MBA '92 has been named to the Board of Directors at Eden Energy Corp. He is currently senior vice president and senior energy analyst for Sterne, Agee & Leach, Inc. in New Orleans, La. Previously he was director of energy investment banking at Hibernia Southcoast Capital.

**Steve Reed** BBA '90 & MBA '92 was inducted into the TCU Lettermen's Hall of Fame this past September. A member of TCU's Swimming and Diving teams from 1986 to 1990, he became the first swimmer ever inducted into the Hall of Fame. Steve also served as Assistant Swim Coach for TCU while he pursued his MBA in the Neeley School of Business from 1990 to 1992. Currently in his 13th year of service at the rank of Major in the US Army, Steve is serving as Chief of Personnel Strength Management for the 3rd Infantry Division at Fort Stewart, Georgia. He and his staff of 21 military and civilian personnel oversee and manage personnel strength and readiness matters for over 20,000 soldiers assigned to the division. [steven.reed1@us.army.mil](mailto:steven.reed1@us.army.mil)

**John Garren** MBA '94 is currently living in Miami Beach, Fla. [jfgarren@alumni.tcu.edu](mailto:jfgarren@alumni.tcu.edu)

**Kent Cys** MBA '95 has recently returned to Texas as a senior consultant with Deloitte Consulting in their Dallas office. Kent works with CRM strategy, process improvement, and system implementation for clients in the technology, media, and telecom fields. Prior to accepting the position with Deloitte, Kent worked for Pitney Bowes for two years in New York City. [kcys@deloitte.com](mailto:kcys@deloitte.com)

**Chris Westfall** MBA '95 lives in Dallas, Texas and is in business development at AMX. [chris.westfall@amx.com](mailto:chris.westfall@amx.com)

**Monte Elliff** MBA '98, is currently a Vice President in Derivatives Marketing for JPMorgan Chase in New York. Monte and his wife, Charlotte, live in Tarrytown, New York with their two sons, Owen who is 8, and Duncan who is 3.

**Emily Stroud** MBA '98 lives in Fort Worth and is working for PRM Asset Management, LLP as a financial advisor. [emily@prmasset.com](mailto:emily@prmasset.com)

**Fayad Abbasi** MBA '99 is a senior equity analyst with Prudential Equity Group and currently resides in New York, N.Y. [fayad\\_abbasi@yahoo.com](mailto:fayad_abbasi@yahoo.com)

**Todd Doze** MBA '99 is a partner with Trinity Healthcare Resources and lives in Austin, Texas. [tdoze@trinity-hcr.com](mailto:tdoze@trinity-hcr.com)

**Stephen Lawrence** MBA '99 recently joined the law firm Loe, Warren, Rosenfield, Kaitcer & Hibbs, P.C., in Fort Worth. He and his wife Katie have two children, Evan - 3 and Jacqueline - 18 months, and are expecting another child at the beginning of 2005. [slawrence@loewarren.com](mailto:slawrence@loewarren.com)

### 2000s

**Adam Deem** MBA '00 has been selected as portfolio manager in the personal investment advisory program at Merrill Lynch.

**Scott Grischow** MBA '00 lives in Dallas and is a vice president with Mesirow Financial Consulting in their corporate turnaround consulting practice. [sgrischow@mesirrowfinancial.com](mailto:sgrischow@mesirrowfinancial.com)

**Daniel M. Poschmanns** MBA '00 works for Karstadt Warenhaus and lives in Essen, Germany. [dmposchmanns@yahoo.com](mailto:dmposchmanns@yahoo.com)

**Sam Tork** MBA '00 has been appointed vice president of Frost Capital Group, Dallas Financial Center.

**Kerri McManus** MBA '01 was recently named manager, accreditation services for accounting and maintenance with AACSB International — the Association to Advance Collegiate Schools of Business. Previously, she was a consultant to General Electric and director for The Professionals Network of Tampa Bay. She also worked for Aetna Life Insurance Co. for 13 years. Kerri currently lives in Largo, Fla. [kerri@alumni.tcu.edu](mailto:kerri@alumni.tcu.edu)

**Philipp Schaltschi** MBA '01 is a portfolio manager with Ferox Capital Management. He lives in Frankfurt, Germany.  
[philipp.schaltschi@feroxcapital.com](mailto:philipp.schaltschi@feroxcapital.com)

**Cathy Dalene** MBA '02 lives in Stockholm, Sweden. She is currently with Johnson&Johnson as a product manager for Scandinavia. [cdalene@injise.jnj.com](mailto:cdalene@injise.jnj.com)

**Paula Kahanek** MBA '02 has been promoted to assistant vice president for the strategic data & analytics group in the retail product strategy division at The Bank of New York. [paulakahanek@yahoo.com](mailto:paulakahanek@yahoo.com)

**Frederic Guibaud** MBA '03 is an analyst at Cushman & Wakefield in Wiesbaden, Germany. [fredericguibaud@hotmail.com](mailto:fredericguibaud@hotmail.com)

**Chris Kalish** PMBA '03 has been selected to participate in Leadership Texas. Leadership Texas is the premier statewide women's leadership program. Since 1983, Leadership Texas has been providing valuable education and training to Texas women leaders who seek to improve their leadership skills and expand their knowledge of the diverse issues, dynamics, and cultures that impact the State of Texas.

**Claudia Angenendt** MBA '04 is a project manager for TTI, Inc. and lives in Munich, Germany. [cangenendt@hotmail.com](mailto:cangenendt@hotmail.com)

**Jon Seastrunk** MBA '04 lives in Keller, Texas and is a senior applications analyst at Lockheed Martin. [jon@seastrunk.com](mailto:jon@seastrunk.com) & <http://seastrunk.com/>

## Undergraduates

### 1970s

**Robert Bruce Hayes** BBA '76 founded Sems and Specials, Inc. in Rockford, Ill. in December of 1990 and has continued to grow over the years. In 2000 they broke ground that doubled the size of the facility to 65,000 square feet and now have over 50 employees. [www.semsandspecials.com](http://www.semsandspecials.com)

**Mary Lee Torbert** BBA '76 has opened an interior design business in Tulsa, Okla. [mtorbert@msn.com](mailto:mtorbert@msn.com)

### 1980s

**Nick Ibarra** BBA '88 has left NAI Stoneleigh Huff Brous McDowell after 18 years to start Clear Fork Properties. His first project, along Davis Boulevard in North Richland Hills, broke ground January 2005.

**Chad Bleakley** BBA '89 currently lives in Oklahoma City, Okla. and is the circulation manager of the Oklahoma Gazette. [cbleakley@okgazette.com](mailto:cbleakley@okgazette.com)

**Mike Shiley** BBA '89, an independent filmmaker, has been traveling the globe making adventure videos. After 9-11, he found his way into the Iraqi war zone with his camera. He recently made a documentary called "Inside Iraq: The Untold Stories" which he is taking to universities and colleges around the country. He says, "If people want to see what's really happening in Iraq, they need to come see this film."



### 1990s

**Betty Ann Blandon** BBA '90 has been appointed vice president audit and risk management at Burger King Corporation. Prior to joining Burger King Corporation, she led the Internal Audit Department at RadioShack. Mrs. Blandon is a Certified Public Accountant and a Certified Internal Auditor.

**Niki Bush Peters** BBA '90 is senior manager of supplier relations and marketing for Cendant Travel Distribution Services. She lives in the Lakewood area of Dallas with her husband Ken. [niki.peters@cendant.com](mailto:niki.peters@cendant.com)

**Kole Ray Steubing** BBA '90 currently lives in Frisco, Texas. He works for Verizon Communications as production support. [ksteubin@hotmail.com](mailto:ksteubin@hotmail.com)

**Eddie Pena** BBA '93 and **Kristy Pena** '95 (University of Dayton) celebrated the birth of their son Juan-Carlos Pena on July 27th, 2004. They currently reside in Littleton, CO where Eddie is a management and technology consultant.



**Jody Attema Kemp** BBA '97 is working at Allied Electronics as a product manager. She lives in Fort Worth. [jodyattema@hotmail.com](mailto:jodyattema@hotmail.com)

### 2000s

**Ann Olmstead Weber** BBA '00 was recently wed on November 20, 2004 to John Weber. She is an advertising executive at Tulsa People magazine. [annieolms@hotmail.com](mailto:annieolms@hotmail.com)



**Joe Manning** BBA '01 and **Katrina Kanetzky Manning** BBA '01 are currently living in College Station, Texas. [jwmanning22@yahoo.com](mailto:jwmanning22@yahoo.com) & [katrinamanning@yahoo.com](mailto:katrinamanning@yahoo.com)

**Patrick Mullins** BBA '02 has been named plant manager of Mullins Square, Inc. He manages 40+ employees in manufacturing, shipping, and inventory control. Patrick lives in Austin, Texas. [patrick@mullinssquare.com](mailto:patrick@mullinssquare.com)

**Kimberly Karstetter** BBA '04 lives in Dallas and is currently working for Merrill Lynch as a financial advisor. [kimberly\\_karstetter@ml.com](mailto:kimberly_karstetter@ml.com)

## Submit Class Notes at:

[www.neeley.tcu.edu/alumni/infoupdate/classnotes.asp](http://www.neeley.tcu.edu/alumni/infoupdate/classnotes.asp)

or mail to: Neeley @dventure  
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.**

# alumni events



**October 16, 2004**

**Frankfurt**

1. Joerg Schneider MBA '00, Philipp Schaltschi MBA '01, Hoai Nguyen-MBA recruiting coordinator with a prospective student Michael Strecker from Manneheim Germany, Bunny Ridgeway – director of MBA alumni relations and Christian Faitz MBA '96
2. Hoai Nguyen, Frank Blase MBA '81, Neeley IBOV board member and CEO of IGUS, Inc., and Bunny Ridgeway taking a tour of the headquarters.



**October 28, 2004**

**Fort Worth, Rahr & Sons  
Brewing Company**

3. Erin & Fritz Rahr BBA '89 & MBA '93 -owners of Rahr & Sons brewery
4. Kevin Green & Sydney Cobb, current MBA students.
5. Matt Denny & Crystal Willars, current MBA students.
6. Becky Beasley, Derek Peachey MBA '02 and his friend.



**November 4, 2004**

**New York, Marriott East Side**

7. Paula Kahanek MBA '02, Shirley Rasberry- director of Graduate Career Services and Bob Greer- Associate Dean
8. Alan McWalters and Donny Hatcher, current MBA students talking with TCU Alum.



**November 18, 2004**

**Bell Helicopter, Texas Star  
Conference Center**

9. Retired Chairman Emeritus Webb Joiner BSC '55 and Debbie Barnett BBA '78.



**December 8, 2004**

**Burlington Northern Santa Fe,  
Fossil Creek Golf Club**

10. Bart Boudreaux EMBA '04, Tim Neuman- Director of the Executive MBA program, and Todd Olson.
11. Max Stenner and Ed McFalls.
12. Mahadevan Thantry MBA '99, Becky Beasley, Steven Painter and Carla Dingler, current PMBA students.
13. Current PMBA student and Tim Neuman- Director of the Executive MBA program.



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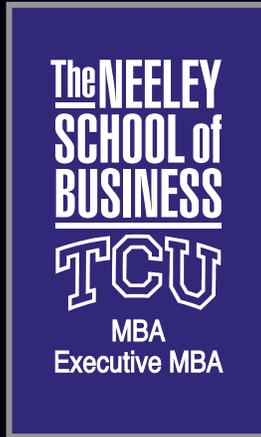
**UPCOMING ALUMNI EVENTS**

**SAVE THE DATE!**

March 22, 2005	Houston, Masraff's
March 30, 2005	Alcon Campus
April 14, 2005	San Antonio, Hotel Valencia Riverwalk

Contact Bunny Ridgeway for more information [b.ridgeway@tcu.edu](mailto:b.ridgeway@tcu.edu) or visit [www.neeley.tcu.edu/alumni/events/index.asp](http://www.neeley.tcu.edu/alumni/events/index.asp)

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