

# TCU ACCOUNTING *news*



Neeley School  
of Business

The Annual Newsletter of the TCU Neeley School's Accounting Department

Fall 2020



## TCU Student Chapter of National Association of Black Accountants Wins National Award

**In Fall 2019 TCU Neeley launched the TCU Student Chapter of the National Association of Black Accountants (NABA). Less than a year later, it is designated one of the best in the nation.**

The TCU NABA was awarded Chapter of the Year for the Western Region out of more than 20 university chapters.

The chapter was honored for significant membership growth, beginning with 10 members and more than tripling in size to a current membership of 33 students.

The chapter also was lauded for the high level of support from the University. The launch of TCU NABA was commemorated with a reception in October 2019 attended by TCU Trustees, Neeley Board of Advisors, accounting department advisory board members, students, faculty and leadership from the DFW Chapter of NABA.

"It is nothing short of phenomenal that, in only one year of existence, TCU NABA was able to receive national recognition," Rasaan Hatcher, current president of the TCU NABA chapter, said. "I am truly honored to serve as president and challenged to continue the legacy we are building."

TCU NABA provides advanced leadership development, technical training, scholarships, strategic mentoring, career opportunities and networking.

"Some of our accomplishments include more than tripling membership; creating awareness that lead to three members making it into the premier Neeley Fellows program, providing free accounting tutoring, and networking with professionals from top global firms who invested their time to equip our members with essential career skills and strategies," Hatcher added. "All of that and we are just getting started! There is more come!"

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Rasaan Hatcher, president of the TCU NABA chapter

## Letter from the Chair



In Spring 2020, TCU transitioned to online only classes due to the global coronavirus pandemic. We returned for the fall semester August 17, 2020, offering both online and on-campus classes.

For more information on TCU's response to the pandemic, visit [tcu.edu/connected-campus/covid-19/index.php](https://tcu.edu/connected-campus/covid-19/index.php).

Despite challenges, the TCU accounting department remains resilient and continues to thrive and grow. Here are a few examples.

- Launched the TCU Student Chapter of the National Association of Black Accountants in Fall 2019. Less than a year later, it was awarded Chapter of the Year for the Western Region.
- Funded two new student scholarships: Sanoa Hensley Endowed Accounting Scholarship and Sally Hewell Brown Scholarship.
- Seven MAc students earned the new Analytics Certificate while earning their graduate degrees.
- Strong job placement across the nation with firms including Deloitte, KPMG, EY, PwC, Anderson Tax, BDO, RSM, Grant Thornton, Weaver, Whitley Penn, TPG, Crowe, Dell, DHG, Protiviti, T3 Information Systems and Be's Professional Services.
- TCU Accounting faculty published 17 articles in highly respected academic journals.
- TCU Accounting faculty made more than 20 research presentations at conferences, including American Accounting Association Audit and Financial Reporting national meetings, American Tax Association, Multinational Finance Society Conference and Lone Star Accounting Conference.
- TCU Accounting faculty were invited to share their research at several universities across the globe, including SMU, Yunnan University, University of Graz, University of Connecticut, UT-Dallas, George Washington University and UT-Arlington.

Thank you for all you do to support and encourage our outstanding students and faculty. Please reach out to me, or any of our faculty and staff, and share your news. We enjoy hearing from you!

Mary Stanford  
Duncan Fellow and Professor of Accounting  
Chair, TCU Department of Accounting



## Ann Tasby Appointed Director for Inclusive Excellence

Accounting Instructor Ann Tasby has been appointed as TCU Neeley's inaugural director for Inclusive Excellence. Tasby will develop and lead TCU Neeley's Inclusive Excellence strategy, framework, activation and accountability system for historically underrepresented students, plus a recruitment and retention plan for diverse faculty and staff, to enrich the TCU Neeley academic experience and culture of connection.

"I am confident in Ann's ability to make a substantial and noticeable difference based on her tremendous success in Inclusive Excellence areas of TCU Neeley already," said Daniel Pullin, the John V. Roach Dean of the Neeley School of Business.

Tasby, a CPA and CIA, joined TCU in 2017 as an accounting instructor with more than 20 years of professional experience with Fortune 500 companies. She has served as a leader for diversity, equity and inclusion initiatives throughout her career and served on nonprofit boards with that focus.

At TCU, she led the launch of the TCU NABA student chapter and introduced the Accounting Careers Awareness Program (ACAP) at TCU, a free high-school summer program to bridge the opportunity gap for historically underrepresented students. She has established important relationships across campus to ensure alignment between TCU Neeley's school-level efforts in Inclusive Excellence and those of TCU as a whole.

For more information:

[Neeley Inclusive Excellence webpage](#)

[TCU Office of Diversity, Equity and Inclusion](#)



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Daniel Pullin, the John V. Roach Dean of the Neeley School of Business

## TCU ACAP Hosts College Readiness Workshop and Awards Three Scholarships to TCU

Due to the COVID-19 pandemic, the summer on-campus TCU Accounting Career Awareness Program (ACAP) was postponed to summer 2021. In its place, ACAP held a virtual College Readiness Workshop in June for graduating high school seniors.

The workshop provided tips for successful study habits, time management, money management, succeeding in a multicultural college environment and succeeding in a virtual college environment. Students also learned about the importance of having a CPA certification, heard from successful professionals and met with mentors.

Scholarships were awarded to nine students, including three new TCU students – Oyindamola Ademola, Jalen Chadwick and Alexandra Sandoval -- based on eligibility, character, leadership, service, and a 500-word essay on “Lifting As We Climb, NABA’s motto.



**Oyindamola Ademola** graduated from James Bowie High School with a 4.00 GPA and is majoring in economics at TCU. “Lifting as we climb instills the fact that

you do not need to be known as successful before you can help people. Instead, success can be attained when you help people through the setbacks you’ve also faced.”



**Jalen Chadwick** graduated from All Saints Episcopal School with a 3.6 GPA and is majoring in pre-business at TCU. “After I earn my degree and gain a job at a prestigious investment

bank, I would like to start a program that teaches low- to middle-income families

about the total cost of attending college and how to save for college.”



**Alexandra Sandoval** graduated from Trimble Tech High School with a 3.98 GPA and is majoring in pre-business at TCU. “My family, teachers and community have all played a huge

role in my climb, and I hope one day I can give back not only in monetary ways but also in mentoring. I want everyone to be able to have the same opportunities that have been provided to me.”

**Find more information on the summer 2021 program at [neeley.tcu.edu/ACAP](https://neeley.tcu.edu/ACAP).**



### Sanoa Hensley Endowed Accounting Scholarship

**J. David Dickson BBA '74 and his wife, Jeannie, have established the Sanoa Hensley Endowed Accounting Scholarship to support undergraduate students majoring in accounting.**

The scholarship honors Dr. Hensley’s 35-year career of service and dedication in the classroom at the TCU Neeley School of Business. She served on the faculty from 1968 to 2003.

“Sanoa Hensley taught each class with great vigor, humor and enthusiasm. It was easy to see that she really loved her chosen field,” Dickson recalled. “She took an interest in me early on and convinced me to major in accounting. I use that accounting degree every day in my law practice.”

The first scholarship will be awarded in the fall of 2020. Additional gifts to further grow the endowment, while honoring Professor Hensley’s legacy, will be gratefully received. **Please contact Elizabeth Deegan, senior director of development for TCU Neeley, at [e.deegan@tcu.edu](mailto:e.deegan@tcu.edu).**

### 2020 MAc Graduates Hone Data Analytics Skills

**Last year the TCU Neeley School of Business launched a new Analytics Certificate to meet the growing demand from graduate students and employers for experience in collecting, managing, analyzing and interpreting data.**

In May 2020, seven MAc students earned the certificate while earning their graduate degrees. Congratulations to Thompson Berhow MAc '20, Adrienne Conley MAc '20, Haley Nagel MAc '20, Mary Pate MAc '20, Marc Pauka MAc '20 and Lindsey Thompson MAc '20.



# Roselyn “Rosie” Morris TCU ’73 Awarded Meritorious Service Award by Texas Society of CPAs

**Rosie Morris CPA was honored for her service to the public accounting profession by the Texas Society of CPAs with the Meritorious Service Award.**

“She truly embodies the Neeley School’s mission to develop ethical leaders who improve the practice of business and contribute to the greater good,” said Renee Olvera, TCU associate professor of professional practice.

After graduating from TCU in 1973 with a Bachelor of Science in math, Morris earned her Master of Science and PhD in accounting from the University of Houston.

As an accounting professor at Texas State University, Morris influenced several future CPAs and was recognized as an outstanding teacher by the Texas Society of CPAs with the Outstanding Educator Award in 2002. She was appointed to the Texas State Board of Accountancy in 2016 and served on numerous committees with the State Board and the AICPA. Morris is also trustee and past president of the Accounting Education Foundation.

In addition to teaching, Morris coauthored “Ethical Obligations and Decision-Making in Accounting: Text and Cases” with Steven Mintz, which has been used for years in the Neeley School’s Master of Accounting program.

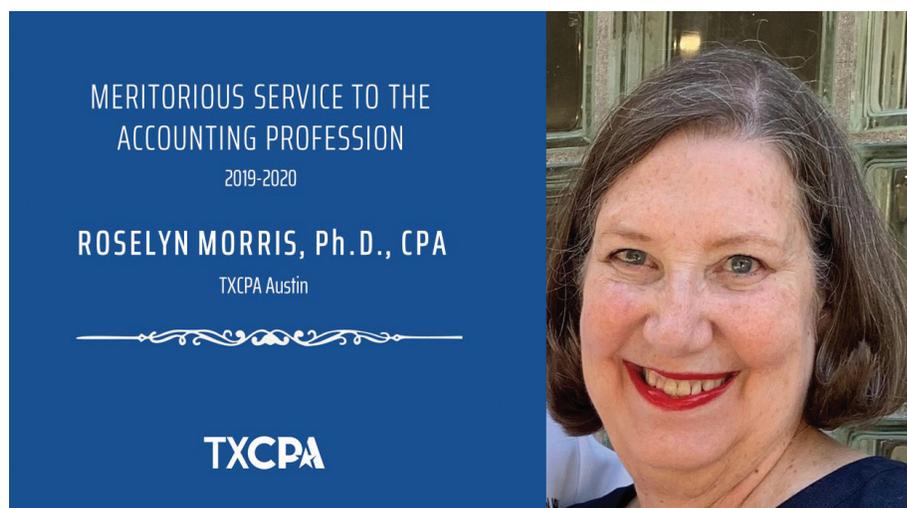
“Professor Morris’ book helps students see the value in ethical conduct and provides general tools to assist in ethical behavior,” said Bill Wempe, TCU professor of accounting. “It also provides extensive insights into the specific roles of the AICPA, state societies, the PCAOB and other bodies that provide ethics-related direction.”

Morris was honored with the Presidential Excellence in Service award by Texas State University in 2015. She also was inducted into the San Marcos Women’s Hall of Fame

in 2001 for her civic contributions and has been a nominee to the Texas Women’s Hall of Fame.

Morris and her family are true Horned Frogs. Both of her daughters graduated from TCU. Rachel Morris TCU ’01 double majored in theater and radio, television and film, and Ruth Morris TCU ’04 majored in social work.

**Learn more about the TXCPA award:**  
<https://youtu.be/7Ns4S6MHzCo>



## Donor Honor Roll

### PLATINUM

Gerald St. Amand  
 Robert Keith Bunch BBA '95  
 Julia B. Cagle BBA '98  
 Rayford B. High BBA '93  
 Brian D. Matlock  
 Scott P. Miracle BBA '90  
 Suzanne Stevens BBA '92  
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 Robert Weyand BBA '74 MBA '75  
 Ernst & Young Foundation  
 KPMG Foundation  
 Deloitte Foundation

### GOLD

Michelle M. Brekken  
 Anna Brewer BBA '01  
 James Clark  
 Brenda Cline BBA '82  
 Rick Klahsen  
 Todd Lisle  
 Bob Loritz BBA '93  
 Frank Placencio  
 Kevin White BBA '92

### SILVER

Benny Hickson  
 Timothy A. Jackson  
 Robert Opitz  
 Wendy Poole  
 Thomas W. Watson  
 BKD, LLP

### BRONZE

Catherine Lammers BBA '12 MAc '13  
 Gary Meek BBA '71 MBA '72  
 Sarah Vice BBA '97  
 Siqi Chen BBA '15 MAc '16  
 Kelly Hein  
 Kenneth Blanck  
 Thomas Noxon BBA '12 MAc '14  
 Katharine Kolepp BBA '14 MAc '15  
 Megan Gallagher BBA '18 MAc '19  
 Susan Van Wiere



## Accounting: It's a Family Affair

**The Fraziers are the epitome of a TCU family. Dave BBA '86, Margaret BBA '86, Laura BBA '18 MAC '19 and Elizabeth BBA '19 MAC '21 share the same Horned Frog spirit, as well as a passion for accounting and lifelong learning. Today, Margaret is assistant treasurer-international at Kimberly-Clark, Dave is a controller at Lackland Holdings, Laura is a staff auditor at EY in Fort Worth, and Elizabeth will start at EY in Dallas in the fall of 2021.**

### Q: Why did you choose TCU?

After Dave's older brother introduced him to TCU, he chose to become a Horned Frog because it was a good fit for him. For Margaret, she fell in love with TCU's friendly and inviting people. As daughters of TCU accounting alumni, Laura and Elizabeth were familiar with the university but started their TCU journeys differently. When applying to colleges, Laura wasn't sure she wanted to attend TCU. After a campus tour she quickly realized TCU was the right place for her, especially the beautiful campus and welcoming Horned Frog community that got to know her personally. Elizabeth always knew she was going to TCU. She was ingrained into the Horned Frog family at an early age while attending social activities and football games.

### Q: Why did you choose accounting?

Dave and Margaret agree accounting is an excellent foundation in business. Margaret came to TCU to be an accounting major because of her strength in math and prior experiences in high school. Laura pursued majors in marketing and supply chain before she decided that she enjoyed her accounting coursework the most. Elizabeth knew early on she wanted to be an accountant. "At four years old I said that I wanted to be an accountant, without knowing what that meant. Fortunately, it just came naturally to me," she said.

### Q: What is your advice to future generations of accountants?

The Frazier family agrees that the best advice is to continue to learn and be challenged. Laura advises: "Stay curious. See each experience as an opportunity to learn and grow."





## Accounting in Europe

**TCU MAc students traveled to Bologna, Florence and Munich during winter break 2019-20 to gain a better understanding of different business environments with a focus on commerce, culture and cuisine.**

Here are some responses from students:  
 “The two weeks felt like an absolute

whirlwind filled with architecture, food, history and an abundance of culture surrounding us at every turn.”

“What amazes me about Europe is how different the cultures, languages, economies and food are among the countries, despite the close distance between them.”

“I had an amazing time and learned so much more about the culture and cities. Florence is a storybook town and made me feel like I was time traveling to the renaissance. Bologna gave me a taste of what actual Italian life looks like in the modern age. I especially enjoyed visiting KPMG.”



## Accounting in Asia

**TCU MAc students explored Asia during winter break 2019-20 to learn more about international markets and the global economic environment. They visited the Great Wall, Shanghai Tower and several companies to explore unique societal, economic and cultural trends and norms.**

Here are some responses from students:

“The trip was extremely eye opening and a great experience. It showed us how much of the world we haven’t seen yet, and how much there still is to learn. We will be telling stories about it for years to come.”

“The trip allowed us to truly immerse ourselves into another foreign culture. We enjoyed seeing everything from the skyscrapers of Shanghai to the Great Wall outside of Beijing.”

“We got to see not only the history of China, but also learned about the emerging business climate. I can apply what I learned to my career and education.”

“From trying squirrel fish to riding bikes on the Great Wall, we are much more cultured now and feel like we’ve seen a part of the world that was missing from our lives for too long.”

# Awards & Honors

## ► Student Awards



**Destin Schreiner** – Senior Accounting Scholar



**Sam Brewer** – Junior Accounting Award



**Elizabeth Frazier** – Weaver Excellence in Accounting Award and PCAOB Scholarship Nominee



**Charley Yong** – Henry Key Award and Sally Hewell Brown Annual Scholarship



**Lori Davis** – Geraldine F. Dominiak Memorial Inspiration and Leadership Award, and Admire Accounting Scholarship



**Johnny Argueta** – Texas Society of CPAs Accounting Excellence Award



**Tatum Warren** – Texas Society of CPAs Accounting Education Foundation Scholarship



**Jaslyn Wacker** – Texas Society of CPAs Accounting Education Foundation Scholarship



**Haley Nagel** – Texas Society of CPAs Accounting Education Foundation Scholarship



**Shaela Yeager** – Texas Society of CPAs Accounting Education Foundation Scholarship



**Taryn Atkinson** – Texas Society of CPAs Accounting Education Foundation Scholarship



**Amanda Bump** – Federation of Schools of Accountancy for academic excellence and high potential



**Jeff Chen** – Bob Vigeland Excellence in Accounting Research Award



**Janice Cobb** – TCU Dean's Teaching Award Nominee



**Chad Proell** – Maryrose Short Teaching Excellence Award



**Maia Kelton** – Geraldine F. Dominiak Memorial Scholar's Faculty Mentor



**Ann Tasby** – Neeley Distinguished Service Award for Outstanding School Service



**Stephen Lusch** – Tax expertise featured in *Fortune* magazine



**Karen Nelson** – Named Associate Editor of the *Journal of Accounting and Economics*



**Elizabeth Plummer** – Received a joint appointment in the TCU and UNT School of Medicine

## ► Faculty Awards

# Accounting Advisory Board

**Dan Barron**  
BKD CPAs & Advisors

**Christy Cates BBA '76**  
Whitley Penn

**Rayford High BBA '93**  
KPMG

**Todd Lisle**  
BKD CPAs & Advisors

**Wes Poole**  
Ernst & Young

**Rick Baumeister**  
Clifton, Larson, Allen

**Brenda Cline BBA '82**  
Kimbell Art Foundation

**Brent Horak**  
BDO

**Robert Loritz BBA '93**  
Weaver

**Suzanne Stevens BBA '92**  
Crescent Real Estate Equities

**Paul Beauchamp**  
Deloitte

**Kelsey Cunningham  
BBA '08 Mac '09**  
Inspirus

**Debbie Jackson BBA '91**  
Walmart

**Martina Luna**  
PwC LLP

**Colin Stevenson BBA '93**  
PwC LLP

**Mark Bracker EMBA '18**  
BNSF Railway

**Amanda Hartman BBA '97**  
Grant Thornton

**Brian King Mac '02**  
Alcon

**Michael Murphy**  
Deloitte

**Jonathan Wilke**  
Dixon Hughes Goodman, LLP

**Anna Brewer BBA '01**  
J. Taylor & Associates, LLC

**Scott Hickson**  
Ernst & Young

**Field Lange**  
Lange & Associates, PC

**Anthony Placencio**  
RSM US LLP

**Keith Bunch BBA '95**  
The Headington Companies

**Melinda Lawrence BBA '92**  
ID90 Travel



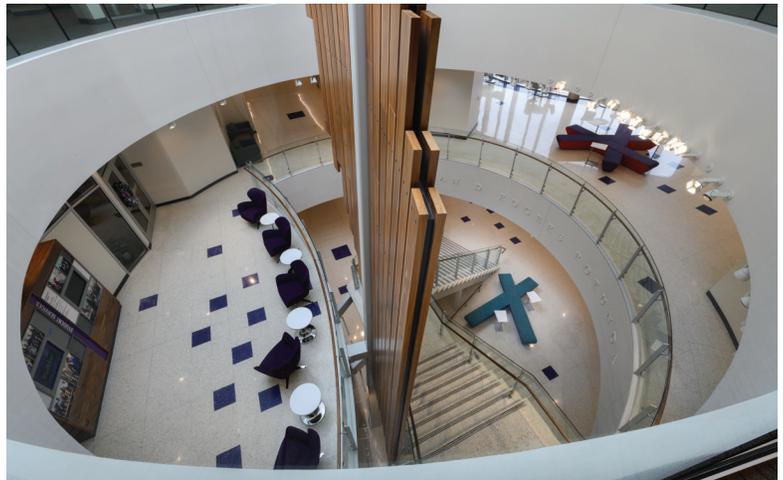
## Dedicating the Spencer and Marlene Hays Business Commons

**In January, we celebrated with our students, alumni, partners and supporters as we officially opened our state-of-the-art business education hub.**

Dan D. Rogers Hall came down. Spencer Hays Hall, Tom and Marilyn Sumner Hall and Shaddock Auditorium arose. With the completion of the Spencer and Marlene Hays Business Commons, all four business school halls, including Charles D. Tandy Hall and Smith Entrepreneurs Hall, are united under one roof.

The new and improved TCU Neeley School of Business adds much-needed modernized classrooms; meeting spaces; advanced technology; an auditorium for thought leaders to share their insights; outdoor terraces to take advantage of the Texas weather; and faculty and staff offices that invite and welcome students.

“These facilities demonstrate the University’s response to the changing needs of higher education through enhanced technology and design as we create the optimal campus environment to stimulate students’ imaginations,” said Chancellor Victor Boschini at the formal dedication and ribbon cutting on January 31, 2020.



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