

## Stock pitch competition heads to U-M

Cover – Business Section

By Susan Tompor (excerpt)

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College students are looking for all sorts of ways to cut down on debt — and build up a resume — so why not engage in a little stock picking?

Students from across the country and Canada will be heading to the University of Michigan on Oct. 12-14 to compete in a stock pitch competition as part of the Engage Undergraduate Investment Conference. ...

... The prize for the winning team is \$5,000. The second place prize is \$1,000. The third place prize is \$500.

The goal is to be able to apply classroom fundamentals to real world investments, said David Kudla, the executive adviser for Engage UIC and the CEO of Mainstay Capital Management. ...

... "It's not about the merits of the pick. It's about the quality of the presentation," Kudla said.

Students need to be prepared to discuss why certain economic trends might favor a given stock, the ins and outs of the company's products or services, and the specific twists surrounding the stock's story.

Kudla said students who have been involved in the past have discussed their participation during interviews for jobs in the investment field.

Kudla said roughly 50 to 60 teams are expected to participate. So far, those registered include students from Stanford University, Columbia University, Notre Dame, the University of Texas, the University of Florida and the

University of Wisconsin, as well as students from U-M, Michigan State University, Wayne State University and Eastern Michigan University. ...

... Speakers at the event are to include: Charles L. Evans, president and CEO of the Federal Reserve Bank of Chicago; John Rogers, chairman and CEO for Ariel Investments; Stephanie Link, head of global equity research for Nuveen; Bill Miller, founder of Miller Value Partners; and Robert Doll, chief equity strategist for Nuveen Asset Management.

Steve Liesman, senior economics reporter for CNBC, will moderate the keynote address, which will be given by Evans. Students will be able to ask Evans questions. CNBC will broadcast live from the conference.

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