

# Dayton Daily News

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## UD investing conference draws experts

By Pamela Dillon, Contributing Writer (excerpt)  
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The University of Dayton's R.I.S.E. (Redefining Investment Strategy Education) Forum is still gaining points as a premier investment conference for area business students and professionals with an interest in finance.

A lineup of internationally-known financial leaders and business insiders will share perspectives on domestic financial opportunities and global influences.

One of the experts is Ben Mezrich, who has learned about the cost/risk factors of business startups by writing best-sellers such as "The Accidental Billionaires: The Founding of Facebook," and "Bringing Down the House: The Inside Story of Six M.I.T. Students Who Took Vegas for Millions."

"Ben Mezrich has chronicled the inner workings of some of the most amazing success stories of young people who dream big dreams and seize great opportunities," said Joseph Castellano, interim dean of UD's School of Business Administration.

"R.I.S.E. participants are just embarking on their careers and want to achieve great things. Mr. Mezrich has written not only about the daring required for great success, but also the pitfalls." ...

...Kathleen Hays of Bloomberg Radio will moderate the forum's opening day at the University of Dayton Arena.

The session for professionals and the general public is from 8 a.m. to 6:30 p.m. on Thursday, March 29.

Students and faculty will stay through noon on March 31 for breakout sessions, workshops, networking, a career strategies forum, and an optional portfolio competition.

"We now live in a closely connected global marketplace; financial news and global events move in real time. So our ability to be prepared to manage risk in very volatile environments is more important than ever," said David Kudla, CEO and chief investment strategist of Mainstay Capital Management LLC.

Continuing education credits can be earned while you learn about managing that risk.

Participants will also hear top analysts discuss today's financial news: economy, domestic markets, alternative investments, and international/emerging markets.

Now in its 12th year as the largest and longest-running student investment forum, this seminar brings together leading investment professionals with students and faculty in an interactive, informative setting.

Since its inception, the forum has attracted nearly 13,000 participants from around the globe. R.I.S.E. is presented with these partners: United Nations Global Compact, CFA Institute, Beta Alpha Psi, Financial Services Forum, and the Global Association of Risk Professionals.