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Finance VIPs RISE at UD Arena

By Thomas Gnau

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Dayton — A financial summit that has grown in stature returns to the University of Dayton this week.

UD's RISE (Redefining Investment Strategy Education) 13 forum — starts Thursday at the UD Arena. That's the keynote day, open to registered students and professionals and featuring four panels of speakers.

The first panel features two Federal Reserve Bank presidents and chief executives — Charles L. Evans, of the Federal Reserve Bank of Chicago, and Dennis Lockhart, of Atlanta's Federal Reserve Bank. Also on that panel will be Kathleen Hays, host of "The Hays Advantage" on Bloomberg Radio, will broadcast from UD Arena that day.

Other panels will examine the economy, markets and the future of the industry. Participants include Steve Liesman, senior economics reporter with CNBC; Stephanie Link, chief investment officer with The Street; Liz Ann Sonders, chief investment strategist with Charles Schwab & Co.; Edwin A. Finn Jr., editor and president of Barron's, and many others.

"There are many professional conferences where you wouldn't see a line-up like that," said David Kudla, RISE 13 executive director and CEO and chief investment strategist of Mainstay Capital Management in Grand Blanc, Mich.

The event has grown and yet remains anchored to its original purpose, that of educating students. There will be up to 2,500 participants this year, with students coming from across the United States, Canada, Europe and via satellite teleconference from UD's China Institute, Kudla said.

The Federal Reserve presidents' panel is itself unique in that Federal Reserve presidents rarely gather at the same non-Fed event, Kudla noted. Following that panel's presentation will be a recorded teleconference message from Ben Bernanke, chairman of the Federal Reserve.

The event remains "Power Point-free," Kudla said, and he agrees that's part of RISE's overall appeal: The conference's main draw is simply people speaking with each other, like next-door neighbors.

"Except your next-door neighbor is a Federal Reserve president," Kudla said.

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