



AN ECONOMIC EXPERT *(Excerpt)*
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Steve Liesman, senior economics reporter for CNBC, will return to the University of Dayton April 4 for RISE 13, the largest and longest-running student investment forum in the world.

"Steve Liesman is one of the most respected reporters in the financial media and we are honored he has agreed to lend his expert perspective to RISE," said David Kudla, CEO and chief investment strategist of Mainstay Capital Management LLC and executive director of RISE 13.

Liesman reports on all aspects of the economy for CNBC including the Federal Reserve Bank and major economic indicators. He appears on "Squawk Box" as well as other CNBC programs throughout the business day. He previously participated in RISE in 2009 and will moderate the economy panel this year.

RISE 13 will feature a "Federal Reserve Presidents Panel," a first for the student investment conference. The panel will provide perspectives from two Federal Reserve Bank presidents on Fed policy, an important force in today's markets and economy.

An all-star lineup of presidents and CEOs of some of the most prominent firms in the country will participate in RISE, including leaders from Ariel Investments, Barron's, BlackRock, TD Ameritrade and TIAA-CREF, Kudla said. Panels also will include chief investment strategists and chief economists from firms such as Charles Schwab & Co., BofA Merrill Lynch, Mesirow Financial, OppenheimerFunds and TheStreet.

RISE (Redefining Investment Strategy Education) has brought investment professionals together for 13 years with students and faculty in an interactive, informative setting. Since RISE began in 2001, nearly 15,000 participants from the financial industry and colleges and universities from around the globe have participated.