

# Detroit Free Press

## Big names on Wall Street heading to Detroit conference

By Susan Tompor (excerpt)

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The cachet of Detroit's comeback story is bringing some of Wall Street's heavy hitters to Cobo Center for a major investment

conference this spring.

Think CNBC coverage. Think 1,500 to 2,000 professional investors, college professors and students converging in the city to attend a two-day investment education symposium.

The long list of high-powered speakers includes Stephanie Link, chief investment officer of TheStreet; Fred Tomczyk, president and CEO of TD Ameritrade; Bill Miller, chairman of LMM; Melody Hobson, president of Ariel Investments; and Dennis Lockhart, president and CEO of the Federal Reserve Bank of Atlanta.

"And they're going to be right here in Detroit — pretty neat," said David Kudla, CEO of Mainstay Capital Management in Grand Blanc and executive director of ENGAGE 2015. "...

... It likely won't hurt that the buildup toward the conference comes after the Dow Jones Industrial Average has hit the 18,000 milestone. We've just witnessed a bull market for stocks for nearly six years.

CNBC's coverage will include a live TV broadcast, as well as CNBC talent who will participate as panelists and moderators. A broadcast of CNBC's "Fast Money Halftime Report" is in the works out of Detroit, too.

"We're excited the conference has moved to Detroit this year, and we plan to invite some local business leaders into

the conversation as part of our coverage of the conference," a CNBC spokesperson said in an e-mail.

"It gives us a great opportunity to check in on the city's economic recovery."

### CAST OF SPEAKERS

Wayne State University's School of Business is the host school. The United Nations Global Compact is an international partner. Mainstay Capital Management is a conference underwriter.

"The cast of speakers is pretty amazing," said Robert Forsythe, dean of Wayne State University's School of Business Administration.

The conference will give students an opportunity to interact with high-powered financial professionals, Forsythe said.

"My goal is to get this school of business much more engaged with the business community," said Forsythe, who joined Wayne State in July.

University student teams will be able to participate in both a portfolio competition and a stock pitch competition. The winners of each competition will be awarded a \$2,500 cash prize.

The conference is expected to attract some university teams that manage real money. ...

... Kudla said he views the conference as a good way to energize students and deal with a talent shortage in the financial services industry, as well as address the need to attract a more diverse workforce.

He pointed out that topics would include socially responsible investing.

The idea is to give back, put

### ABOUT THE SCHOLARSHIPS

David Kudla, CEO of Mainstay Capital Management in Grand Blanc, is offering scholarships to high school students interested in attending the ENGAGE International Investment Education Symposium, which will run March 26-27 at Cobo Center.

Kudla wants to hand out up to 100 scholarships to high school students and a parent or guardian who would attend the conference in Detroit with the scholarship recipient. The scholarship would provide free registration to the opening day of ENGAGE 2015 for both the student and the parent or guardian. Meals are included in the scholarship.

The value of the scholarship is \$500 — the \$150 cost for students plus the \$350 regular registration fee for financial professionals and the public. Regular registration rates run through Feb. 15.

High school students must submit the application for the scholarship by Jan. 31. Details are at [www.engage.wayne.edu](http://www.engage.wayne.edu). Students can also request an application for a high school scholarship by e-mailing [engage@wayne.edu](mailto:engage@wayne.edu).

professionals and students together, and discuss how to do things the right way, Kudla said.

Sponsors said it's a rare opportunity for the financial services industry to connect with the next generation of investors, too, as they hear from some titans in finance and economic policy.

It's as much about the comeback of Wall Street as it is the comeback of Detroit.