

# Detroit Free Press

## Top investment manager in metro Detroit gets rare privilege

By Jamie L. LaReau (excerpt)  
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A top investment manager in metro Detroit, whose clients include employees at General Motors, Ford Motor Co. and Fiat Chrysler Automobiles, closed trading at the New York Stock Exchange on Thursday to end this year's first full-day of trading.

David Kudla rang the closing bell, a privilege for only a select few.

"It's very exciting to see the floor of the New York Stock Exchange," said Kudla, who also rang the opening bell in 2017. "It's a once-in-a-lifetime opportunity for most people."

In fact, GM CEO Mary Barra has never rung a bell at the NYSE, a GM spokesman said. ...

### ... **Pomp and ceremony**

Kudla is chief investment strategist of Mainstay Capital Management, a Grand Blanc investment adviser. He manages \$2.5 billion in assets, making him a top-quoted analyst. Barron's has ranked Kudla as one of the "Top 100 Independent Financial Advisors" in the country for the last

decade, and in the top 25 for the last five years. Kudla won the honor this time in connection to the David Kudla Foundation, where he serves as executive director, he said. It sponsors the ENGAGE Undergraduate Investment Conference and the bell ceremony is to mark his event becoming the largest student stock pitch competition and conference in the world, said Kudla. The 5-year-old conference runs for two days in October on the University of Michigan campus. It attracts academics from Harvard University, Princeton University, Stanford University, as well as a cross section of esteemed schools around the country, said Kudla.



The NYSE ceremony around the ringing of the bell is one of the most widely viewed daily events in the world, the NYSE staff said. And if you think all that it requires is showing up and hitting a button, think again. There is a lot of "pomp and ceremony" around ringing the bell, said Kudla.

"You're there for a couple of hours," said Kudla. "You get there about an hour and a half ahead of time and they have a buffet set up. Then, you're having a reception and an awards

ceremony, if you will ... a celebration of ringing the bell."

When it gets close to 4 p.m., the bell-ringer goes to a podium, which is the equivalent of a third-floor balcony, said Kudla.

"I'll be pounding that gavel and they ring the bell as you're pounding the gavel," he said. For the opening bell, which Kudla rang July 3, 2017, Kudla said he pressed a button to start trading.

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... As for Kudla, he was surrounded Thursday by some of his hand-selected student organizers and directors for the ENGAGE Undergraduate Investment Conference. He said he and his team were ringing the bell for the students.

"It's an amazing event," said Kudla. "And, (the students) may go through their whole career and never have that opportunity again."

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