

CFA INSTITUTE RESEARCH CHALLENGE SOUTHERN CLASSIC

Hosted by:

Atlanta Society of Finance and Investment Professionals
CFA Society Alabama
CFA Society South Carolina

2015-2016 Academic Year

Kickoff Presentation: October 22, 2015



CFA Institute



AGENDA

- Organizer
- Sponsors
- Background
- 2016 Tournament Diagram
- Participating Teams
- Benefits and Responsibilities
- Competition Timeline
- Rules Overview
- Subject Company
- Interacting with Subject Company
- Resources
- Next Steps

Guest Speakers

Brad Phillips, CFA
Report Grader
Merrill Lynch Wealth Management

Kendall Anderson, CFA
Final Presentation Judge
Anderson Griggs Investments

ORGANIZER

SOUTHERN CLASSIC COMMITTEE



Courtenay Bloodworth, CFA
President



Grace Liao
VP of Education

Chris Jones, CFA
Research Challenge
Coordinator

Natalia Mazitova, CFA
Research Challenge
Coordinator



Kelly Truesdale, CFA
Chair, Research Challenge
Committee

David Allison, CFA, CIPM
Board Member

SPONSORS



BACKGROUND

CFA INSTITUTE RESEARCH CHALLENGE

- Worldwide intercollegiate competition between teams of students
- Organized by local CFA Institute volunteers – usually through CFA member societies
- Analysis of a publicly-traded company
- Interviews with company management
- Mentoring by an investment professional
- Research report writing
- Presentation of research



*2015 Global Champion Caisius College
Representing CFA Society Buffalo and CFA Society
Rochester*

4,000+ Students
2,500+ Volunteers
865+ Universities
137 Local Hosts
99 Local Competitions
70 Countries

BACKGROUND

SOUTHERN CLASSIC

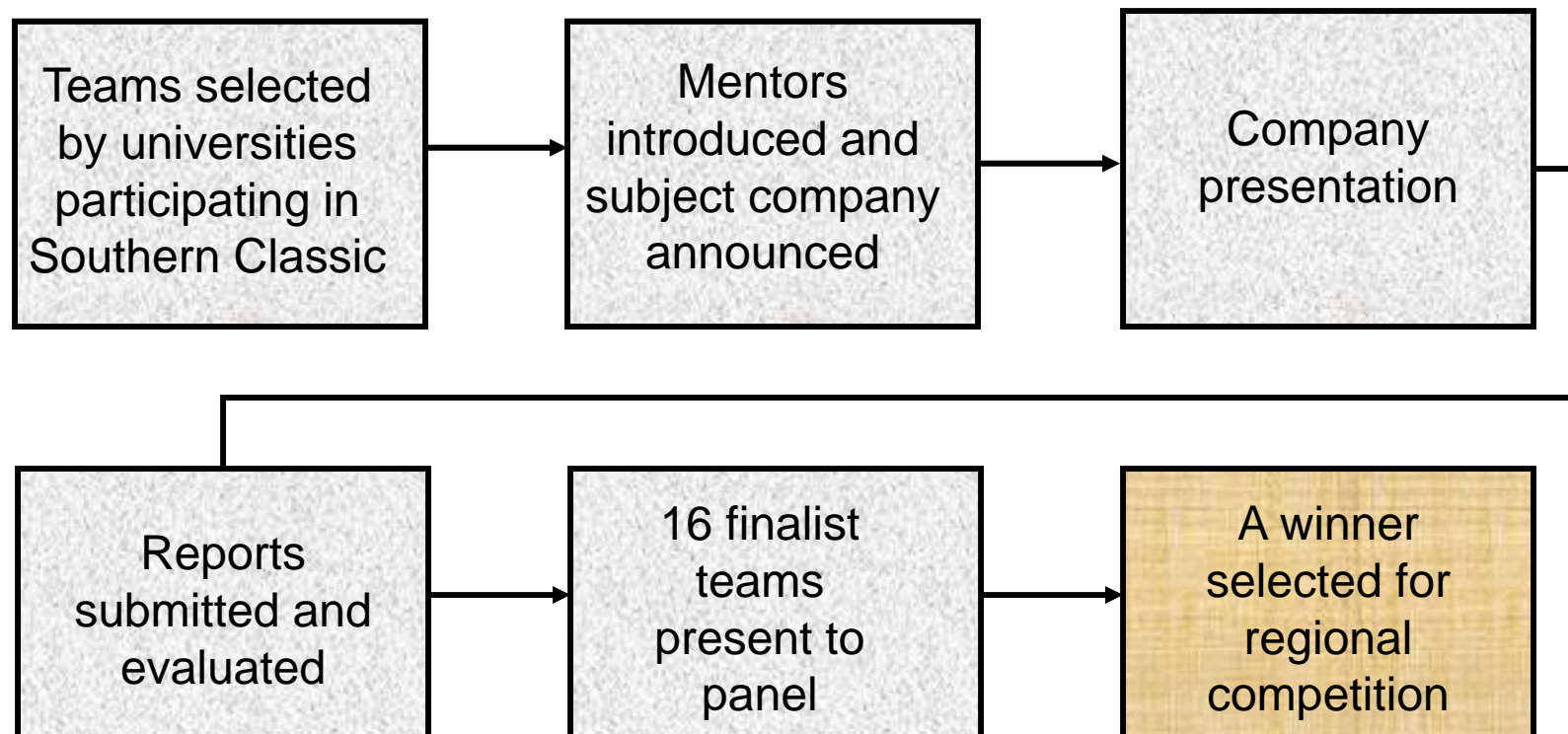
Past Champions:

2015	Wofford College
2014	University of Alabama
2013	University of Georgia
2012	Wofford College
2011	University of Georgia
2010	Georgia State University
2009	Georgia Tech

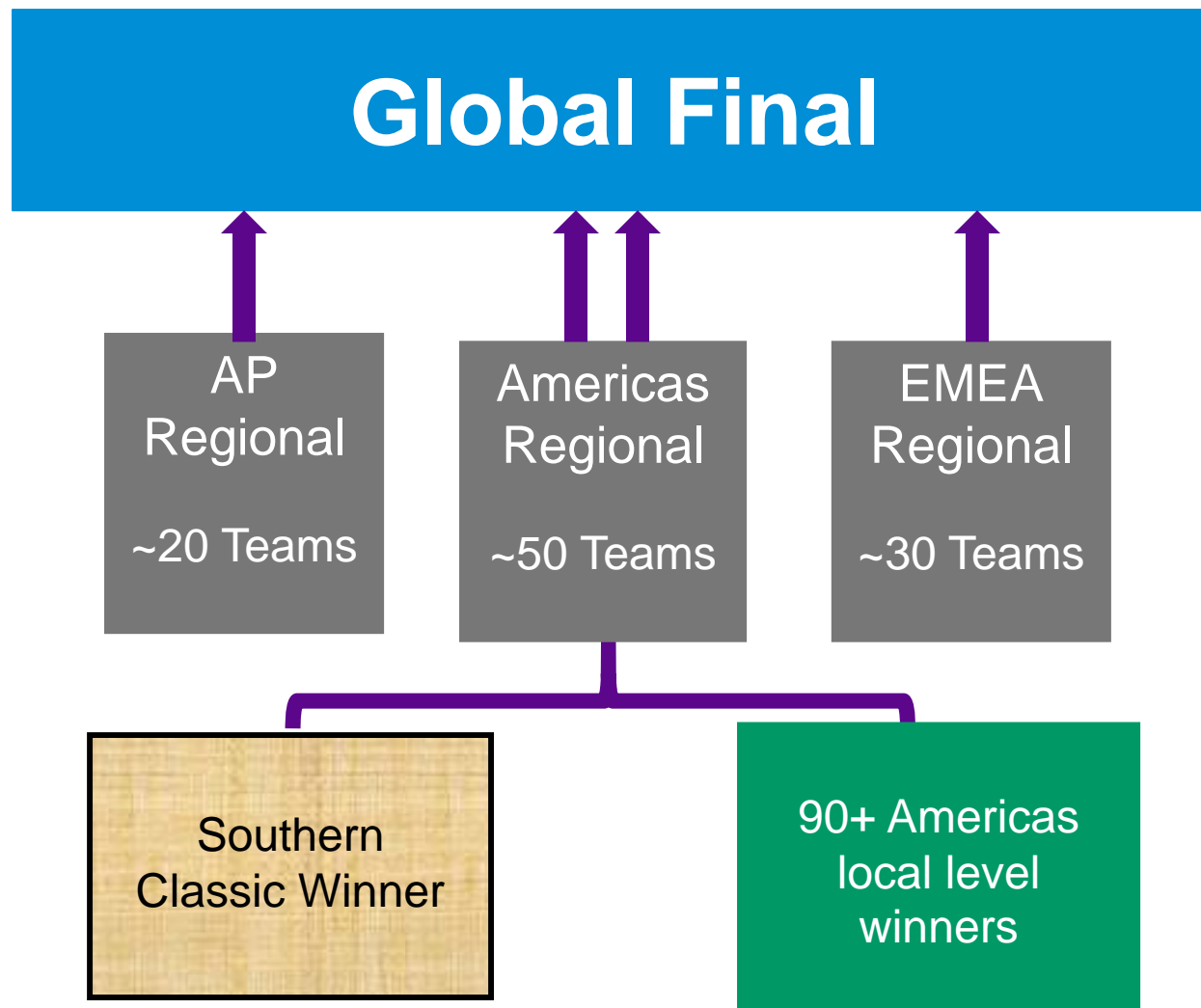


*Wofford College team wins Local Final,
February 2015*

2016 TOURNAMENT DIAGRAM



2016 TOURNAMENT DIAGRAM



PARTICIPATING TEAMS

 <p>AUBURN MONTGOMERY</p>	2 Teams	 <p>EMORY GOIZUETA BUSINESS SCHOOL</p>	1 Team	 <p>MOREHOUSE COLLEGE GEORGIA</p>	1 Team
 <p>THE CITADEL THE MILITARY COLLEGE OF SOUTH CAROLINA</p>	1 Team	 <p>FURMAN UNIVERSITY</p>	1 Team	 <p>THE UNIVERSITY OF ALABAMA GRIFFIN COLLEGE OF BUSINESS</p>	1 Team
 <p>CLEMSON UNIVERSITY</p>	1 Team	 <p>GeorgiaState University</p> <p>J. MACK ROBINSON COLLEGE OF BUSINESS</p>	2 Teams	 <p>The University of Georgia TERRY COLLEGE OF BUSINESS</p>	1 Team
 <p>COASTAL CAROLINA UNIVERSITY</p>	1 Team	 <p>Georgia Tech</p> <p>College of Management</p>	1 Team	 <p>UNIVERSITY OF SOUTH CAROLINA</p>	2 Teams
 <p>COLLEGE of CHARLESTON</p>	2 Teams	 <p>MERCER UNIVERSITY</p>	2 Teams	 <p>WOFFORD COLLEGE FOUNDED 1834</p>	1 Team

BENEFITS AND RESPONSIBILITIES

	Faculty	Students	Industry
Responsibilities	<ul style="list-style-type: none"> • Insight and guidance on research methods and tools as taught in academia • 10 hours <i>maximum</i> of productive time • Access to faculty for other projects unrelated to the Research Challenge is permitted • All work must be the original work of the students 	<ul style="list-style-type: none"> • Attend the various presentations/webcasts • Complete the research report/recommendation. • Prepare presentation if advanced to local final. 	<ul style="list-style-type: none"> • Insight and guidance on industry practice • 6 hours <i>maximum</i> of productive time • Face to face or virtual • Company management question development • Review first draft of research report • Presentation development assistance
Benefits	<ul style="list-style-type: none"> • Network with other universities • Network with local CFA society members • Gain hands-on experience working with students • Help to introduce students to best practices in research techniques and ethics in investments 	<ul style="list-style-type: none"> • Network with students at other universities • Network with society members and learn about the CFA program • Awards at local level • Resume book for distribution to our network • Winning team given opportunity to compete regionally 	<ul style="list-style-type: none"> • Easy give back to community • Network with other Industry professional • Have an active role in the Societies

COMPETITION TIMELINE

Date	Event
Now!	Preliminary Research Register with CFA Institute
Nov 3, 2015	Target company's quarterly earnings release
Nov 6, 2015	Prepare for the call with company management by compiling five questions and sending them to cfa.irc.southernclassic@gmail.com . All questions should be reviewed by your faculty advisor and industry mentor.
Nov 23, 2015	3:30pm-5:30pm EST Conference call with target company management
Jan 5, 2016	Finalize team lineup and confirm participation
Jan 7, 2016	Draft of written report due to industry mentor
Jan 21, 2016	Final written report due to cfa.irc.southernclassic@gmail.com
Feb 8, 2016	Score sheets and feedback returned to teams
Feb 20, 2016	9:00am-3:00pm Oral presentations in Alpharetta, GA. Friday night hotel accommodations will be provided for out-of-state teams.
Week of 11 April 2016	Regional Competitions and Global Final in Chicago, Illinois

RULES OVERVIEW

- Each team consists of 3-5 students (undergraduate or graduate)
- Universities may form up to two teams each, depending on Local Host rules
- Students must be enrolled in the university they represent and registered for at least a part-time course load at the time of the kickoff meeting
- Reports and presentations must be the students' original work
- Students may not have contact with the subject company outside of organized events
- Students may not enlist the help of any professionals other than the mentor or faculty advisor
- Mentors and faculty may NOT contact the company
- Mentors, faculty, and subject company may NOT provide material non-public information
- Written reports must conform to the guidelines set forth by CFA Institute and include the cover and back pages provided by CFA Institute
- Teams may not use props in their oral presentations
- Students, mentors, and faculty must all agree to abide by the CFA Institute Code of Ethics and Standards of Professional Conduct

RULES OVERVIEW – CON'T

Report Scoring

Criteria	Maximum Points
Business Description	5
Industry Overview & Competitive Positioning	15
Investment Summary	20
Valuation	20
Financial Analysis	20
Investment Risks	15
Other Headings	5
Total	100

Presentation Scoring

Criteria	Maximum Points
Argument - Did they use data effectively to support their recommendation?	25
Questions - Were they able to answer questions effectively?	25
Financial, Valuation, and Other Analysis - Were the financial analysis, valuation models, and sensitivity analysis rigorous and appropriate?	20
Team involvement - Team involvement in the presentation/Questions and Answers	15
Poise - Were they confident? - Were they convincing?	10
Materials - Quality of slides	5
Total	100

SUBJECT COMPANY



INTERACTING WITH SUBJECT COMPANY

- Designated officers ONLY
- Organized communications ONLY
- Industry mentor or faculty advisor must be present for all student-subject company interactions
- Students may contact and survey company suppliers, customers, vendors, etc.

WHERE TO BEGIN

- Visit the CFA Institute Research Challenge website:
www.cfainstitute.org/researchchallenge
 - Peruse educational materials selected specifically for participants
 - Watch videos of past presentations
 - View past reports from winning teams
- Research Challenge Southern Classic:
http://asfip.org/content.php?page=Research_Challenge

NEXT STEPS

- Faculty Advisors and Mentors:

- Please register using this link.

http://www.cfainstitute.org/community/challenge/involved/Pages/volunteer_welcome.aspx

- Students:

- Please register using this link.

http://www.cfainstitute.org/community/challenge/involved/Pages/student_welcome.aspx

- Preliminary research

Contact Us

Southern Classic Committee

cfa.irc.southernclassic@gmail.com

QUESTIONS?