

# SEMINAR SCHEDULE BY TRACKS

## **INDUSTRY STUDIES (Track: IS)**

## **INDUSTRY WORKSHOPS (Track: IW)**

Thursday, June 19	2:00-2:50	IS 244	<b>Doing an Industry Study</b> ( <i>Intermediate</i> )	Ken Kavula	Schaumburg EF
Thursday, June 19	3:10-4:00	IS 245	<b>Understanding ADRs</b> ( <i>Intermediate/Advanced</i> )	Cy Lynch	Schaumburg EF
Thursday, June 19	4:20-5:30	IS 246	<b>Analyzing the Restaurant Industry</b> ( <i>Intermediate/Advanced</i> )	Cy Lynch	Schaumburg EF
Thursday, June 19	4:20-5:30	IS 247	<b>Analyzing Insurance Companies</b> ( <i>Intermediate-Advanced</i> )	James Hurt	Utopia D
Friday, June 20	9:00-9:50	IS 248	<b>Post Its and Pencils for Profit: Retail Industry Study</b> ( <i>Intermediate/Advanced</i> )	Irina Clements	Schaumburg EF
Friday, June 20	10:00-10:50	IS 249	<b>Analyzing the Banking Industry</b> ( <i>Intermediate/Advanced</i> )	Cy Lynch	Schaumburg EF
Friday, June 20	11:00-11:50	IS 282	<b>The Pharmaceutical Industry: Is There a Future?</b> ( <i>Intermediate/Advanced</i> )	Hugh McManus	Nirvana C
Sunday, June 22	9:00-9:50	IW 250	<b>Case Study: Analyzing a Restaurant</b> ( <i>Intermediate/Advanced</i> )	Cy Lynch	Utopia D
Sunday, June 22	10:05-10:55	IW 251	<b>Case Study: Analyzing a Bank</b> ( <i>Intermediate/Advanced</i> )	Cy Lynch	Utopia D
Sunday, June 22	11:10-Noon	IW 252	<b>Case Study: Analyzing an Insurance Company</b> ( <i>Intermediate/Advanced</i> )	Gretchen Hurt	Utopia D
Sunday, June 22	11:10-Noon	IW 253	<b>Genentech: The First Major Biotechnology Company</b> ( <i>Intermediate</i> )	Hugh McManus	Nirvana B

### ***Investor Experience Level***

*To assist with your class selection, we are providing guidance on suggest investor experience level for each session. The following explains the codes found in the Track listing.*

*All levels- No previous knowledge needed*

*General - Topics not directly related to BetterInvesting tools and methodology*

*Beginner - Topics directly related to BetterInvesting tools and methodology; Suitable for the novice*

*Beginner/Intermediate - Assumes basic knowledge of BetterInvesting methodology and the Stock Selection Guide (SSG)*

*Intermediate - Requires some SSG experience and knowledge of other BetterInvesting tools*

*Intermediate/Advanced - Moderate to extensive experience with the Stock Selection Guide (SSG) and other BetterInvesting tools; some knowledge of other investing ideas.*

*Advanced – Requires extensive experience with the Stock Selection Guide and other BetterInvesting tools and knowledge of Investing ideas.*