

# WALL STREET COMES TO CLEVELAND



Midwest  
Investment  
Conference

## INAUGURAL MIDWEST INVESTMENT CONFERENCE EXCEEDS EXPECTATIONS

Cleveland, OH – More than 200 institutional investors, corporate executives and professional industry analysts convened in the heart of downtown Cleveland on November 19 for the inaugural Midwest Investment Conference (MIC). Positive feedback from the event has been overwhelming, and plans are already underway to host a similar event next year.



Lunch tables were labeled with the corresponding ticker symbols for each presenting company. Attendees could then opt to sit with representatives from each issuer and continue one-on-one networking.

Unlike a sell-side conference sponsored by a single broker/dealer, MIC was made possible by the attendees themselves. Public issuers, institutional investors and sponsors pitched in to cover the logistical and marketing costs associated with putting on the event. This team effort resulted in an economically self-sufficient conference without any conflicts of interest. The conference was open to all qualified institutional investors and representatives from numerous sell-side, buy-side and independent research shops took part.

The forum featured auditorium-style group presentations by leading Midwest-based companies in the materials, and industrial sectors such as TransDigm Group, RPM International and The Lincoln Electric Company. Institutional investors heard directly from executive management teams about their company's strategies and specific plans for enhancing shareholder value. Additionally, qualified investors could request private or small group meetings with those same senior

management teams. There were 114 private meeting requests and event organizers were able to successfully accommodate virtually every one.

The 194 registered attendees included 48 company agents (representing 20 issuers), 20 sponsor representatives and 126 investor attendees.

### Interactive Workshops Were a Conference Bonus!

Title sponsor for MIC 2013, Tucker Ellis, LLP, conducted several free interactive workshops on site. The workshops covered relevant subjects such as shareholder activism the SEC's current position on hot topic issues adding even more value for conference participants.

### CFA Institute Research Challenge—Bolt On

Nordson Corporation, also a presenting issuer at the MIC, is this year's subject company for our local version of CFA Institute's Research Challenge. By holding their company presentation at MIC, teams of students from several Northeast Ohio colleges and universities were also able to experience the conference and learn about corporate transparency in the field. Teams will present their respective equity research reports covering their estimates and outlook for Nordson's stock to a panel of local judges in February. The winning team will move on the national competition in Denver, CO, and then hopefully onto the global final in Bangkok, Thailand, next April.

"The entire conference was well received by all attendees," said James Bailey, CFA, MIC Committee Chairman. "Feedback received from public issuers as well as investors and sponsors has been very encouraging. The conference line up of high-quality issuers attracted a number of out-of-state investors to Cleveland. We are looking forward to showcasing even more of the region's finest public issuers to institutional investors at MIC 2104."

MIC 2013 took place at the newly opened Cleveland Convention Center, which is home to state-of-the-art meeting rooms and gorgeous views of Lake Erie. Out-of-state travelers were able to easily access the venue by major interstates or by air via Cleveland Hopkins International Airport (CLE).

*Information on MIC 2014 will be posted at [www.go2mic.org](http://www.go2mic.org) as it becomes available.*