CBA FOCUSES ON INVESTMENT STRATEGY

UNO AND CBA EXPAND GLOBAL AWARENESS OF THEIR OUTSTANDING PROGRAMS BY ATTRACTING LIFELONG LEARNERS AND DONORS FROM AROUND THE WORLD.

GENIUS OF BUFFETT INVESTMENT FUND SUPPORTS EXECUTIVE MBA

Highly popular learning sessions in the fall 2013 and spring 2014—along with the establishment of a fund that will ultimately benefit the College of Business Administration Executive MBA program—highlight an impressive year for the Genius of Warren Buffett learning and investment program.

The GOB (Genius of Buffett) Investment Fund was approved last fall by the University of Nebraska Foundation. Author and acclaimed Buffett expert and scholar Robert Miles, who teaches the Genius of Buffett course, says each GOB class of executives and lifelong learners will select a portfolio of stocks meeting all the criteria taught in the course. After a decade-long holding period, a portion of the student-selected fund will be sold each year for the unrestricted benefit of the Executive MBA program.

“After completing the Genius of Buffett course and participating in as many as 10 blind valuations of stocks and businesses purchased by Warren Buffett, the executive teams will select, research, present and defend a qualified stock,” Miles says.

He says the potential benefits of the fund are many.

“The course participants will benefit by understanding the investment valuation process of Warren Buffett, while the executives and lifelong learners will see the merit of their research and recommendations over a long time horizon,” he says.

“Donors, meanwhile, may receive a current year tax deduction while supporting the legacy of one of the world’s greatest investment minds. Contributors to the fund also receive copies of the executive team’s Investment Research Reports to consider for their own portfolios.”

“The Executive MBA program receives long-term financial support to continue offering programs like this. In addition, UNO and CBA expand global awareness of their outstanding programs by attracting lifelong learners and donors from around the world.”

Miles is one of the inaugural donors to the fund, along with CBA Dean Louis Pol and his wife, Janet; and GOB graduate and professional investment manager Michael Shearn. The fund, which is for educational purposes only and is not affiliated, reviewed or approved by Warren Buffett or Berkshire Hathaway Inc., has contributed $23,000 towards establishing two class portfolios.

GOBnews

CORPORATE VALUES SUMMIT

Earlier this spring, the Summit Series was launched to focus on one of the many aspects of the GOB Executive MBA course. The Corporate Values Summit on May 1 was the first in an annual series, attracting 80 delegates from 21 countries on six continents. The event featured seven guest speakers, including a question and answer session with Berkshire Hathaway’s legal counsel and board member, Ron Olson.

STUDENT PR CAMPAIGN

During the fall 2013, the MaverickPR student firm was hired to design and implement a comprehensive public relations campaign for the GOB program, including the successful launch of a 300 word essay contest. Two Omaha residents, UNO Public Administration doctoral candidate Lora Frecks and IBM executive Sherri Hanna, won the essay contest and joined the course.

INVESTMENT CHALLENGE

The Executive MBA team of Jamie Hunt, Lori Mitchell and Pete Wilson won a $1,000 merit scholarship from the GOB Investment Challenge Contest selected by a team of independent judges. One team’s stock pick may have gained notice from Buffett himself. The Executive MBA team of Dr. Fedja Rochling, Matt Ord and Michael Higgins, recommended Kellogg [NYSE: K] which has been rumored to be a Berkshire acquisition target. This recommendation followed a GOB Fall 2012 team selection of John Deere [NYSE: DE], which did become part of Berkshire’s common stock portfolio.

BERKSHIRE HATHAWAY WEEK

Thirty lifelong learners representing 16 countries attended the abbreviated spring GOB session, held at the start of the annual Berkshire Hathaway investor conference week. The spring session’s Investment Challenge Contest was won by Ilze and Roelf Alberts, a couple who reside in Mauritius, a small country island off the coast of southern Africa.
More than 180 delegates from 26 countries on six continents attended the 11th annual Value Investor Conference May 1–2, 2014 at Mammel Hall.

The sold-out conference, hosted by the College of Business Administration along with the UNO Executive MBA Program, featured 13 presenters from across the globe.

This was the fourth year that the conference was held in Omaha in conjunction with an abbreviated version of the “Genius of Warren Buffett” course and during the same week as the annual Berkshire Hathaway Inc. investor meeting.

“The conference and the Genius of Warren Buffett course build momentum and excitement leading to the Berkshire Hathaway meeting at the end of the week,” says Bill Swanson, Executive MBA program director. “It is a great opportunity for people who are among the most avid Buffett disciples to gain insights about the Oracle of Omaha.”

The unique global conference was initiated by author and acclaimed Warren Buffett expert and scholar Robert Miles, who also teaches the Genius of Warren Buffett course (a more extensive version of the course is presented each fall as part of the Executive MBA program).

The event brings together a wide array of professional money managers, investment advisors, high net worth private investors and others who share a common interest in self-improvement, making worldwide contacts and take a value approach to investing.

Renowned speakers share with attendees the quantitative as well as the qualitative aspects of investing, from generating investment ideas and exploring the investment process, to thinking independently and valuing a business.