



Robert Miles, author and Buffett scholar

## CONFERENCE BRINGS WORLD TO OMAHA

Warren Buffett expert Robert Miles, who also teaches the Genius of Warren Buffett course. A more extensive version of this 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 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.



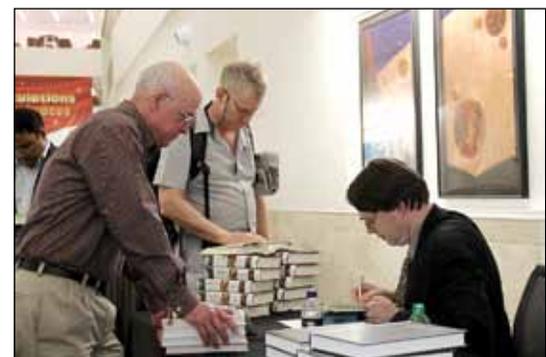
The 2012 Value Investor Conference attracted about **170** participants from **21** countries on **6** continents.

Coupling the Value Investor Conference in Omaha with an abbreviated version of the Genius of Warren Buffett course—and holding both in conjunction with the annual Berkshire Hathaway Inc. investor meeting—is proving to be a good fit for the College of Business Administration.

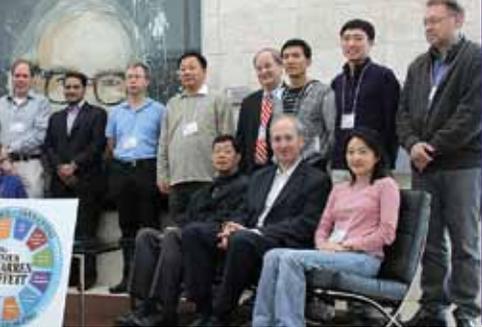
The conference in 2013 will be the 10th annual event and the third to be held at CBA since the conference moved from the West Coast, says Bill Swanson, executive director of the college's Executive MBA program. "A good number of participants attended the conference, the class on Warren Buffett, the Friday evening book-signing reception, and the investor meeting," Swanson says. "It affords quite the knowledge and information package."

Executive MBA Program Coordinator Melanie Krings says the 2012 Value Investor Conference attracted around 170 participants from 21 countries on six continents.

This unique global conference was first organized by author and acclaimed



Value Investor Conference: top, Bill Swanson, executive director, Executive MBA program and participants; bottom, book signing event



Guest lecturer Robert Batt, executive vice president, Nebraska Furniture Mart, speaks to Genius of Warren Buffett class

## Program looks at investment strategies of Berkshire Hathaway managers

**T**he inclusion of a graduate-level course about Berkshire Hathaway Inc. Chairman and CEO Warren

Buffett as part of CBA's Executive MBA program, as well as inviting lifelong learners to take the class on a non-credit basis, is an "overwhelming success," says the class instructor, author Robert Miles.

"The Genius of Warren Buffett course has proven to be an ideal opportunity for non-enrolled students from various backgrounds to participate in an exceptional investment, business, and life experience," says Miles. "Dean Pol understood the importance of furthering the academic study of Warren Buffett and invited me to develop and teach a one-of-a-kind course based on my worldwide lectures.

"The perspectives of professional investors and others interested in everything Warren Buffett, combined with Executive MBAs, have offered a unique experience for all the participants," Miles says. "In some cases, executives and lifelong learners have formed friendships and partnerships. It has been remarkable to watch."

Highlights of the three weekend fall program (which totals 36 contact hours)

**"executives and LIFELONG LEARNERS HAVE FORMED FRIENDSHIPS and PARTNERSHIPS."**



include an examination of Buffett's early education and background, character development, and communication skills. The course also explores Buffett's investment methods, management skills, directorships, corporate governance, mistakes, and philanthropy.

For the final exam, program participants suggest a stock or business Buffett should buy and explain why. The fall 2011 class presented acquisition ideas directly to Buffett over lunch. "We pay generous commissions to anyone recommending

a business that Berkshire eventually acquires," Buffett told the group.

Miles says teaching the course has yielded many rewards. "My proudest moment and unexpected consequence was the result of inviting Susie Buffett to be 'Professor for the Day,'" he says. "She met and asked Executive MBA student Josette Gordon-Simet to be on the board of Girls Inc. of Omaha—and she agreed," he says. "It doesn't get any better than that."



Susie Buffett, guest lecturer for Genius of Warren Buffett course