

THE GALTERE INSTITUTE'S FINANCE FOR THE FUTURE INITIATIVE AT THE UNIVERSITY OF TENNESSEE AT CHATTANOOGA PRESENTS:

The Biology of Investor Sentiment: Challenges for Risk Management

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Chattanooga, TN - -This year's Behavioral Finance Symposium will focus on the differences in the approach to investing from the male and female perspective. Dr. John Coates of Cambridge University, along with some of the world's leading experts on behavioral finance, will come to Chattanooga to provide unique insight into the way investors, traders and financial consultants conduct business and explore the emotions that drive Wall Street.

Dr. Coates will provide the keynote for the second annual symposium hosted by the Galtere Institute at The University of Tennessee at Chattanooga and held at the DoubleTree Hotel on October 10, 2013. Galtere Founder, Chief Investment Officer and Managing Principal Renee Haugerud is bringing a panel of economic experts to Chattanooga for the third annual Behavioral Finance Symposium. Panelists include: Jennifer Fan, Partner and Senior Portfolio Manager of Capital Partners; Geri S. Hansen, Chief Investment Officer for Attucks Asset Management, LLC; Kathleen Kelley, Founder and CIO of Queen Anne's Gate Capital Management; Brian Kelly, Founder of Brian Kelly Capital and regular contributor to CNBC and Fast Money; LouAnn Loftin, Author of, "Warren Buffett Invests Like a Girl: and Why You Should, Too"; and, Denise Shull, Author of "Neuroeconomist and Veteran Trader", Founder of the ReThink Group.

Dr. Coates stated, "Physiological systems affect moods, memories and behavior displayed in cognitive and risk-taking situations. Men and women exhibit very different styles of risk taking which will be discussed at the symposium." Dr. Coates is Senior Research Fellow in Neuroscience and Finance at the University of Cambridge and is author of, "The Hour Between Dog and Wolf", which explores the moment traders are transformed from exuberant risk takers celebrating their gains into tentative, risk-averse creatures, cowering from their losses.

Renee Haugerud, founder of The Galtere Institute at the University of Tennessee at Chattanooga, considers one of the greatest obstacles for young women to become successful in the field of finance is gaining actual, fiscal support from other women.

MORE

"Women are often supportive in conversation, but in reality, there is a distinct lack of follow-through in support of and investment in other successful women." Ms. Haugerud continued, "This is an important symposium in the world of finance. Behavioral Finance seeks to combine behavioral and cognitive psychological theory, with conventional economics and finance, to provide explanations for why people make their financial decisions, and the differences in how men and women approach investing. If we can teach men a more 'female-centric view of trading', and teach women a more 'male-centric view of trading, we'll have the best of both worlds.'"

The Galtere Institute: Finance for the Future Initiative

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The Galtere Institute at The University at Chattanooga is led by Sue Culpepper, who has spent her career in the world of finance. She noted the University's excitement in welcoming such a high level of expertise to Chattanooga for such an important day of discussions.

UTC Chancellor Steve Angle said, "We are proud to have the "Finance for the Future Initiative" at UT Chattanooga. These annual symposiums engage audiences, prepare future leaders, and provide valuable insight into the way investors, traders and financial consultants conduct business."

For more information about the Behavioral Finance Symposium, go to: www.UTC.edu/GaltereSymposium2013 . Registration is open until October 5th and the cost is \$150 per person or \$160 which includes continuing education credits (CEC).

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About the Galtere Institute

The mission of the Galtere Institute is to embrace both **art and science** in finance by focusing on the behavioral and psychological aspects of decision-making; to champion **diversity** of culture, experience, gender and thought to improve business leadership; to expand **ethical, professional, and personal skills** necessary for success in a rapidly changing economy; and, to engage students in **understanding and taking risk** through professional experiences, technology and trading.

Finance majors in the Finance for the Future Initiative have the opportunity to participate in activities and events that embrace the Institute's mission and provide them in-depth knowledge and insight into the neuro-science of trading and investing of behavioral finance. Students gain "real world" knowledge of trading and investing from area professionals in the field, through exposure to classroom assignments, field trips, speakers, workshops and networking events.

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