

Students Investing in Kentucky

When it comes to achieving brand recognition, Kentucky's got game. Kentucky Fried Chicken, Louisville Slugger, and even the Kentucky Derby have successfully connected a strong sense of place to name recognition. And since November, Kentucky's position in the branding "game" has been growing even stronger; giving the commonwealth's publicly traded businesses — even those having nothing to do with thoroughbreds, baseball, or basketball — a real edge over those in other states.

The reason for this new perk? An educational game — the Kentucky Council on Economic Education's "Take Stock in Kentucky" simulation, developed for students grades 4-12.

"Take Stock in Kentucky" is a spin-off of the nationally acclaimed Stock Market Game also coordinated by the Kentucky Council on Economic Education (KCEE). The simulation sets up student teams with \$100,000 imaginary cash and the opportunity to select from 150 of Kentucky's publicly traded companies and companies of regional interest on the New York Stock Exchange, American Stock Exchange, and NASDAQ market. Teams research the Kentucky companies and develop their stock portfolios over 10 weeks. As they get to know the companies, they watch market indicators and try to increase their portfolio value as they compete against other teams. The top 25 teams in the state (based on their portfolio value) win t-shirts. First place winners receive shares of Papa John's stock and are invited to make a presentation at the KCEE annual meeting.

The Kentucky Council on Economic Education (KCEE) is a not for profit organization funded by committed businesses, interested individuals and foundations targeting economic education in schools. The Council has been supporting economic literacy in Kentucky for 30 years. The mission of KCEE is to help teachers teach economics. KCEE goal is to have students

learn about economics, the everyday business of life from competent and confident economic educators — classroom teachers.

For students, the "Take Stock in Kentucky" pay-off is more than t-shirts and stocks. They learn about Kentucky manufacturing, business, international trade and entrepreneurs who have made an impact on Kentucky's economy. They also learn economic concepts such as profit, goods, services, supply and demand.

According to KCEE President Jan Mester, it's crucial to teach these lessons early. "Kids must know how to manage money and the importance of saving and investing," Mester says, "and this simulation does that and more — it allows them to practice *how* to invest. Spending and saving money are two personal finance options but investing money is an important personal finance skill that is sometimes overlooked. With "Take Stock in Kentucky", students learn to understand financial news, make investment decisions and how the stock market works."

Paul Moretti, chief financial officer for Hilliard Lyons, the Game's largest sponsor, agrees

with Mester, saying that "like language, managing money is a skill that is best learned at a very young age, partly because it then becomes a habit that's carried on to adulthood."

For Kentucky businesses, KCEE's focus on creating financially savvy students is more than a "nice to do" — it's good business sense, according to Moretti. "If I were the CEO of a publicly traded company, I'd see it as a way to increase brand awareness as well as a way to help children and make a positive contribution to the community," he says.

"For example, the winners of last year's KCEE competition primarily invested in brand names they had seen on their clothes, on packaging, or whatever. Many people take that approach to investing, saying 'I'm only going to invest in the companies I know.'

What's Kentucky's edge in this branding game? As the only educational program of its kind that focuses students' attention on publicly traded stocks within their own state, "Take Stock in Kentucky" is a game where *everybody* wins. Watch for "Take Stock in Kentucky" school rankings in future AIK news.

Stock Market Game Competition Kentucky Council on Economic Education and Hilliard Lyons

All school teams begin the competition with \$100,000

Rank	Total Equity	School	Teacher
1	\$124,194.15	Lexington Catholic	Myers, Charles
2	\$119,791.41	George Rogers Clark High (Clark Co.)	Wright, James
3	\$114,877.66	Lafayette High (Fayette Co.)	Waespe, Connie
4	\$113,702.39	Butler County Middle	Sidebottom, Judy
5	\$110,539.43	Trinity High (Archdiocese of Lou)	Zehnder, Dr. Thomas
6	\$109,605.75	Lafayette High	Waespe, Connie
7	\$107,984.17	Spencer County Middle	Waller, Valerie
8	\$107,893.31	Southwestern High (Pulaski Co.)	Hall, Ron
9	\$107,847.97	Grant County High	Bowling, Janet
10	\$106,787.22	Southwestern High	Hall, Ron

Take Stock in Kentucky Stock Market Game Game Dates: 10/06/2003 - 12/12/2003 Final Standings

Rank	Total Equity	School	Teacher
1	\$125,643.83	Russellville Ind. (Logan Co.)	Redd, J. Rodman
2	\$117,758.47	Russellville Ind.	Redd, J. Rodman
3	\$114,667.58	Elkhorn Middle (Franklin Co.)	Wallace, Chad
4	\$108,358.67	West Jessamine High (Jessamine Co.)	Lewis, Kara
5	\$107,593.15	Elkhorn Middle (Franklin Co.)	Wallace, Chad
6	\$106,470.16	Hiseville Elementary (Barren Co.)	Botts, Melissa
7	\$105,234.82	West Jessamine High	Lewis, Kara
8	\$105,022.58	Bath County High	Laferty, Carol
9	\$104,540.67	Elkhorn Middle	Wallace, Chad
10	\$104,378.44	Estill County	Christopher, Joyce



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