

## Nashville Area ETF Tests Opportunities for City-Based Fund

Investing 101: An exchange-traded fund (ETF) is a security that tracks an index, a commodity or a basket of assets like an index fund, but trades like a stock on an exchange. In August 2013, the country's first city-based ETF (NASH ETF) launched on the New York Stock Exchange.

The idea for a Nashville, Tennessee-based ETF developed from the belief that cities provide value to the companies headquartered there. Nashville, in addition to its country music heritage, has been named America's health care hub by *The Wall Street Journal* and was ranked the top market in the country for job growth in 2012, according to the Bureau of Labor Statistics.

NASH ETF tracks the LocalShares Nashville Index. To be included in the portfolio, companies must be headquartered in Davidson County or its surrounding counties, have market capitalizations of more than \$100 million and have an average daily volume of stock traded that exceeds 50,000 shares. More than 20 organizations are part of the index.

"I would think the attraction would be to residents in Nashville," shares George Farra, co-founder and principal of Woodley Farra Manion Portfolio Management. "Oftentimes, individual clients ask if we buy local Indiana companies, and we'll invest in them if we think the merits are good. In this case, an advisor has put together a portfolio of Nashville companies to satisfy a need he saw for individuals to invest just in Nashville."

Farra notes that NASH's performance has been consistent with that of the overall market but contends that its success hinges on proper marketing.

"Investors have thousands of options," he explains. "Most investors would like to have good diversification and normally headquarters are not part of the consideration."



**RESOURCES:** LocalShares, Inc. at [www.localshares.com](http://www.localshares.com) | George Farra, Woodley Farra Manion Portfolio Management, at [www.woodleyfarra.com](http://www.woodleyfarra.com)

## IPFW's Reverse Career Fair Offers New Format

Indiana University-Purdue University Fort Wayne (IPFW) has turned the tables on the norm, giving students the opportunity to stand on the other side of the table during the Reverse Career Fair.

The event is open to student leaders who are involved in any IPFW-affiliated group. It has been a success for both students and employers who participated the past two years, with the next Reverse Career Fair scheduled for March 2015.

Rachel Landis, who was the graduate intern for IPFW Career Services the past two-and-a-half years, explains, "The Reverse Career Fair is a way for employers and student leaders to connect in a different way. Since IPFW only asks student leaders to come, it's a more laid-back, intimate atmosphere."

Students and employers both fill out evaluation forms after the fair. "Students who attended really enjoyed the experience, and some even wanted it to be held every semester," Landis adds.

She shares that the freshmen who take part find the experience rewarding, even though they are not necessarily hoping to obtain a full-time job yet. The Reverse Career Fair is a way for them to get exposed to employers and begin to network.

Each group that attends the fair sets up a booth and arranges for two to five students to greet employers that approach the table.

Employers can attend free of charge and also receive a complimentary lunch. Landis says that employers have expressed that they appreciate the different format and enjoy learning about students in this type of setting. She encourages more employers to get involved and take advantage of the opportunity.



Students are the ones answering the questions from business visitors at the IPFW Reverse Career Fair.

## The Job Search: Networking is Key

Diving into the job search process can be a daunting task for anyone. For those who have not looked for a new position in several years, the undertaking can feel downright overwhelming.

A recent Accountemps survey found that 48% of employed workers had not conducted a job search in at least five years. Included in that percentage is 30% who have not looked for a job in over a decade. Nineteen percent of survey respondents said they plan to seek new opportunities in the next 12 months, and 70% of this group anticipate difficulty in doing so.

"From my own personal experience it can be very intimidating when you haven't been searching for a job in a long time," admits Michelle Kavanaugh, director of human resources at the Indiana Chamber of Commerce.

Kavanaugh qualified for that long-term stability category before undergoing her own job search that led her to the Chamber, where she has worked for the past two-and-a-half years.

"In an 11-year timeframe, technology had changed so much," she shares. "Finding a job is still about networking and connecting, but social media and technology have really changed the way people connect."

Kavanaugh, who was made aware of an opening at the Chamber through a contact of hers, asserts that networking is the best way to ensure success in a job search. "If you stay connected with people, you'll find out about jobs that you may not even know you're ready for until you hear about them."

She cautions people to do more than send resumés through job boards and company web sites, where it can be difficult to stand out amidst the great volume of applicants.

Her best advice for those pursuing a different position? "The job search process is a full-time job and takes a lot of work. You need to build and utilize networks you've established. It really just goes back to that."

**RESOURCE:** Michelle Kavanaugh, Indiana Chamber of Commerce, at [www.indianachamber.com](http://www.indianachamber.com)

**RESOURCE:** Rachel Landis, IPFW Career Services, at [www.ipfw.edu/career](http://www.ipfw.edu/career)

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