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University of Dayton

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Contact: Teri Rizvi  
rizvi@udayton.edu

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## NEWS RELEASE

*(Editor's Note: Reporters are welcome to attend Robert Froehlich's talk to finance students at noon on Tuesday, Sept. 10, in the Mathias Heck Courtroom in Joseph E. Keller Hall at the University of Dayton.)*

### **'DR. BOB' TO OFFER STOCK MARKET OUTLOOK: 'T'LL SEE YA AT 10,000 AGAIN!' FROEHLICH IS ONE OF NATION'S MOST SOUGHT-AFTER ANALYSTS**

DAYTON, Ohio — He goes by the nickname, "Dr. Bob," and speaks in plain English. There's not an ounce of pretension about him.

Robert J. Froehlich's face is so recognizable that strangers stop the analyst at train stations and shopping malls to ask for investment advice. He's become a household name because he regularly appears on financial programs on CNBC, CNNfn and FOX News, and he's widely quoted in *The Wall Street Journal*, *The New York Times* and *Barron's*. He's a guest co-host of CNBC's highly rated *Squawk Box* and has been interviewed on some of the industry's most prestigious investment programs, including *Wall Street Week with Louis Rukeyser* and *Money Line* with Lou Dobbs. When Froehlich worked as an investment strategist at the Chicago-based Kemper Funds, the firm launched a \$4 million advertising campaign featuring him.

Froehlich, whose rallying cry these days is "I'll see ya at 10,000 again," will bring his plainspoken brand of stock market savvy to his alma mater, the University of Dayton, on Tuesday, Sept. 10. He will talk about "Investing in a New World Order" and give a market outlook to finance students from noon to 1:15 p.m. in the Mathias Heck Courtroom in Joseph E. Keller Hall. For seating availability, call 229-3384.

Chief investment analyst for Deutsche Asset Management and vice chairman of Scudder Investments, Froehlich also serves as executive-in-residence for UD's Center for Portfolio

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OFFICE OF PUBLIC RELATIONS  
300 College Park Dayton, Ohio 45469-1679  
(937) 229-3241 (937) 229-3063 Fax  
www.udayton.edu

Management. In the center, 15 finance students currently manage \$2 million of the University's endowment in an environment that simulates Wall Street.

Froehlich, who earned a bachelor's degree in 1975 and a master's of public administration in 1976, helped guide the design of the center. As a member of the investment committee of UD's board of trustees and of the advisory board for the Center for Portfolio Management, he encouraged UD administrators to commit \$3 million of the endowment by spring 2003, with the promise of another \$2 million more, if the student fund performs well. UD's fund now ranks among the top 15 student funds in the country, according to a survey by the Center for Portfolio Management. The University of Dayton recognized Froehlich with the School of Business Administration's Alumni Award for Service Leadership in 2000.

*Business Week* once tagged Froehlich "an unabashed bull." Froehlich, who wrote the 1998 book, *The Three Bears are Dead!: Inflation, Interest Rates, Government Spending*, believes the market will turn positive by the end of the year.

"I think the greater risk today is being out of the market, not in the market," he wrote in an Aug. 6 commentary.

Borrowing President Bush's memorable "axis of evil" comment uttered during the State of the Union address, Froehlich said, "When the history books tell the story of our stock market this year, it will highlight the stock market's new axis of evil: accounting issues, corporate governance and dollar weakness. You see, from the U.S. stock market's perspective, the axis of evil didn't even exist until this year."

Besides the September visit, Froehlich will return to campus March 26-28 to share advice with college students from around the country as part of the annual RISE (Redefining Investment Strategy Education) symposium and national portfolio management competition.

"Bob has the ability to take very complex issues and bring them to a level the students are able to grasp very quickly," said David Sauer, RISE organizer and founding director of UD's Center for Portfolio Management.