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The Go-To-Guy

02.01.2012 | Culture and Society, Business, Campus and Community

Best-selling author Ben Mezrich, whose book about the founding of Facebook became the movie *The Social Network*, will keynote the University of Dayton's R.I.S.E. XII student investment forum March 29.

Mezrich, who once described himself as "the go-to guy for brilliant people who do crazy things," specializes in the stories of young geniuses who turn their brainpower into millions of dollars. In addition to writing about the founders of Facebook, he's also written about college students who beat the odds in Vegas and the theft of moon rocks by a love-struck NASA researcher.

His speech is scheduled for 5:45 p.m. Thursday, March 29, at the University of Dayton Arena.

"Ben Mezrich has chronicled the inner workings of some of the most amazing success stories of young people who dream big dreams and seize great opportunities," said Joseph Castellano, interim dean of the University of Dayton's School of Business Administration.

"R.I.S.E. participants are just embarking on their careers and want to achieve great things. Mr. Mezrich has written not only about the daring required for great success but also the pitfalls."

Mezrich has authored 12 books, including *The Accidental Billionaires: The Founding of Facebook, a Tale of Sex, Money, Genius and Betrayal* and *Bringing Down the House: The Inside Story of Six M.I.T. Students Who Took Vegas for Millions*, which spent 63 weeks on *The New York Times* Best Seller List, sold more than 2 million copies in 15 languages and was the basis of the film *21*.

His latest book, *Sex on the Moon: The Amazing Story Behind the Most Audacious Heist in History*, recounts the story of Thad Roberts, who stole 17 pounds of moon rocks from NASA and was sentenced to more than eight years in federal prison.

Mezrich will join a lineup of internationally renowned financial leaders to share outlooks and perspectives on the economy, stocks, alternative investments and international and emerging markets March 29-31 at the University of Dayton.

Now in its 12th year, R.I.S.E. (Redefining Investment Strategy Education), one of the world's most prestigious student investment forums, brings together leading investment professionals with students and faculty in an interactive, informative setting. Since R.I.S.E. began in 2001, the forum has attracted nearly 13,000 participants from the financial industry and colleges and universities from around the globe.

The forum is presented in association with the United Nations Global Compact, a voluntary corporate responsibility initiative focused on the areas of human rights, labor, the environment and anti-corruption. The compact brings companies together with U.N. agencies, labor and civil society to advance universal social and environmental principles. Other partners include CFA Institute, Beta Alpha Psi, Financial Services Forum and Global Association of Risk Professionals (GARP).

Professionals and the general public may attend 8 a.m. to 6:30 p.m. Thursday, March 29. Students and faculty will stay through noon, March 31, for specialized breakout sessions, workshops, networking, a career strategies forum and an optional portfolio competition.

Professional registration is \$200 (includes lunch) before March 1, and \$250 after that date. Pre-registration is required and cannot be accepted on the day of the event. Online registration ends March 17. To register, visit <http://rise.udayton.edu>.

Early registration for students and faculty for the two-and-one-half-day event is \$225 for students and \$300 for faculty until March 1. After March 1, registration is \$250 for students and \$350 for faculty.

For more information and to register, visit <http://rise.udayton.edu> (url: <http://rise.udayton.edu>) or email rise@udayton.edu or call 937-229-1444.