

Wall Street Whiz

Stock Market Challenge

Stock Market Crash of 1929

Butler County Community Colleg P.O. Box 1203 Butler, PA 16003-1203

Walter Holmes 6803 Emien Street #1J Philadelphia, PA 19119

Dear Walter

Thank you for sharing your <u>Wall Street Whiz</u> materials with Carolyn Abel and me. I was guite impressed with the vast amount of information and the format of the program.

I can foresee high school U.S. History teachers using these materials to effectively integrate macroeconomics concepts sind their curriculum, with the proper training in economics. The training is necessary because most U.S. History teachers do not have a storon economic education background.

I also see the <u>Wall Street. Whiz</u> materials being most effective with students who have played in PA Stock Market Game, conducted by our EconomicsAmerica Centers for Economic Februaries.

If EconomicsAmerica can be of assistance in training the teachers who use Wall_Stre
Whiz_please call me.

Good luck on this endeavor and keep in touch

Vicke L Histe

Vickie L. White

FD.

Carolyn Abel

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Crash and learn in stock game



By Tina Markoe, Courter-Post

ning tool: Walter Holmes displays his Wall Street Whiz classroom teaching device. The game is used by some that uses the stock market crash of 1929 as a public and perochial schools in Philadelphia.

By JOSEPH BUSLER

t's not an idea that would have occurred to most people: Reliving the stock market crash of 1929 through board game.

teaching device was another unlikely development.

Force Reserve major at McGuire Air Force Base and a resident of West Mount Air; in Philadelphia, has done just that. His Wall Street Whiz was used last fil in several Philadelphia public and pare chial achools. It has also received supporfrom PECO Beergy and the Nations Wall Street Whiz, either in its home classroom version, takes players fr

classroom version, takes players from April 1, 1929, to March 30, 1930, through the greatest stock market collapse in history — an event that was one of the major causes of the Great Depression.

ers use printed workbooks and charts. A they progress, week by week, through the period of the creat, they read about the role played by the White House, the Federal Reserve Bank and the Secretary of the Treasury.

For each week, they are given a list of stocks traded and their prices that week. Players begin the game with a \$100,000 portfolio and can buy and sell the listed stocks in lots of 100. As they progress

through the game, they learn general information about the stock market, the economy and the role of government. They also receive information about factors influencing the market and the listed companies in the given week of 1929 or 1929.

Used in the classroom, the game can stretch over 18 weeks with thrice-weekly reviews. You win by making the most money on stock trades — difficult in the volatile 1929-30 period, but, as Holmes points out, "a lot of fortunes were made in the Crash of 1999."

Holmes — who teaches Total Quality Management techniques at McGuire started developing the game in 1989 after

Please see GAME, Page 7D

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DOLLARS CENTS

PAGE 1-D

'Wall Street Whiz' simplifies the Stock Market

By Richard G. Barnes Tribune Staff

Video clips from the New York Stock Exchange show, frenzied men crowded together and shouting, while scraps of discarded paper flutter through air eventually carpeting the floor. A stream of numbers and acronyms fly by on an electronic score board, creating a maddening scene that many people find too difficult to understand.

But Walter Holmes has made it easier for nearly everyone to understand the complexity of the Stock Market.

Holmes, a Mt. Airy resident and an Air Force Reserve commander at Fort McGuire, is the inventor of a game call "Wall Street Whiz." The educational game takes players through simulated year centered around the crish of 1929.

"I want people to get a better understanding of the stock market the fact that economics effects their day-to-day life," said Holmes, whose entrepreneurial venture is called The Fifth House, Inc. "We're so far behind in so many things in terms of finance and economics, how to invest our money, and what should we put our money into."

Though it targets a wide audience, Wall St. Whiz was utilized Philadelphia public schools, receiving very positive reviews and stimulating students who were otherwise uninterested in the subject.

Players start with \$100,000 and analyze 12 stocks, buying and selling based on information about the company and how announcements and news events may effect the rise of fall of stock

It has been nearly 10 years since Holmes began his odyssey to present his creation to the masses.

His interest in the market began as an outlet when his industrial supply/material management company folded. The company had thrived for three years. Holmes was left with no employment and nothing to do. Studying became his recourse.

He read a book entitled Understanding Wall Street. From there Wall St. Whiz began to take form.

"The initial idea was for me to understand the market better," Holmes said. "When my analysis began to be fun, then I developed it into a game."

Two years of research, and 23,000 pages of reference material, spawned the first edition of his game. He chose the months proceeding the crash and the months after the crash. People who made sound investments in that time period continued to make money.

The famous crash of 1929, which led to the Great Depression, was chosen because it simplifies the workings of the market, and the principles learned in the game can be applied today.

"Economies is a social science," explained Holmes, "So, it doesn't mater whether or not its done with today's market or yesteryear's market, its the exact same thing because its basically dealing with the social structure of a nation.

"Today's market was too complicated. I could not really understand it. Plus, it's more of a global market. I (Continued on Page 2-D)



Walter Holmes" "Wall Street Whiz" game teaches basic principles about Stock Market trading.



The Philadelphia Inquirer / MICHAEL MALLY

Inventor Walter Holmes (left) shows off his Wall Street Whiz game in Jerome Ruderman's classroom at Frankford High School. The game is based on the stock market of 1929 and 1930.

THE SCHOOL DISTRICT OF PHILADELPHIA BOARD OF EDUCATION

21ST STREETS, OF THE PARKWAY

PHILADELPHIA, PENNSYLVANIA 19193-1990

May 1, 1995 TELEPHONE (215) 200-7797

To Whom it May Concern:

Mr. Walter Holmes has made several presentations, of his Wall Street Whiz stock market simulation, to teachers in the School District of Philadelphia. They have been very impressed with the activity and many are anxious to use it with their classes

It is an exciting and much more concrete method of teaching students about the stock market and its history. It has been said that "experience is the best teacher" and this simulation allows students to experience what they learn.

Listed below are the names of some schools and teachers who would like to use this simulation with their students:

School

Simon Gratz High School Masterman High School Gillespie Middle School Edison-Fareira High School Overbrook High School Bok High School Germantown High School Strawberry Mansion Frankford High School

Teacher

Burt Schwartz Frank Gallo Wendy Welsh and Marie D'Angelo Kenneth Lerner Jonathan Goodman George Berardinucci, Victor Miller Bob Lemoine Mike Murray Jerome Ruderman

Mr. Holmes is working very hard to share this program with teachers. His enthusiasm, dedication and sincere desire to provide teachers and students with a better understanding of the stock market have stimulated a great deal of interest in the program. He has already reached over one thousand students. I am sure that with your support even more students and teachers will be reached. Your support for this program is very important. Should you need additional information, please feel free to contact me at 215-299-7085.

Sular J. Pres-Barbara G. Moses Social Studies Social Studies Curriculum Coordinator

Wall Street's history is now a learning game

Investing strategy. Math. History. All that can be taught from studying a critical year — 1929.

> By Ciaran P. McNally FOR THE INQUIRER

How would you have invested \$100,000 in 1929?

Stashing it under the mattress is not a valid answer.

For the last few weeks, area high school students have had the oppor-tunity to decide what 1929 companies they would have invested their hundred grand in — and learn a heck of a lot about the stock market thanks to a new game.

Wall Street Whiz, a simulation of the stock market between April 29, 1929, and March 31, 1930, transports participants back to that infamous

Why use an era when the stock market crashed?

"That time period is an ideal model to review the extremes of the investing spectrum," explained the game's creator, Walter Holmes, adding, "1929 proved to be a more simplistic form of stock market activity."

The game consists of a set of workbooks. The books provide detailed information about the stock market and historical references surrounding the crash.

The books also contain investor portfolios, company prospectuses and question-and-answer sections.

Participants follow actual: weekly stock prices that are listed on a 26-by 38-inch, 55-page presentation board Holmes calls a simulation display. The display also highlights major news events that would have affected the market. Each page of the display represents one week.

Throughout the specified investment period, students collect dividends, buy stock, sell stock, buy it

"Wall Street Whiz provides a trialand-error-style learning process, Holmes said. He thinks this is one of the most effective ways of teaching.

The game is the first product of Holmes' company, The Fifth House Inc. He said the company eventually would produce other educational materials.

Something of a Renaissance man, Holmes, 40, also is a major in the Air Force Reserve, a part-time supervisor for UPS, a former substitute teacher, and a former instructor in total quality management for the Air

Holmes said he became interested in the stock market in 1988, after reading the book Understanding Wall Street.

Wanting to offer people a hands-on way to learn the stock market, he began research for Wall Street Whiz

By 1991, Holmes was working on getting the game copyrighted.

After an unsuccessful attempt to get Wall Street Whiz marketed as a traditional board game, Holmes transformed it into its current state.

After investing more than \$30,000 of his own money, Holmes is offering a free pilot program to schools and other community organizations. The pilot program will be offered until August.

After August, the game kit, which contains the display and 20 workbooks, will cost \$100.

The Greater Philadelphia Urban Affairs Coalition has agreed to buy one kit and will help Holmes obtain other sponsors, said Ernest Johes, executive director of the coalition.

Wall Street Whiz, in the school format, is appropriate for sixth to 12th grades, Holmes said.

Several high schools in the area are involved in the pilot program, say teachers at the schools, includ-ing Frankford, Bok, Simon Gratz and Edison-Fareira in Philadelphia. Masterman will start using the game in its seventh-grade math class in Sep-

Teachers at these schools say they are using the game as an enrichment program for their regular social studies, economics and business They say they're very classes. pleased with it.

"It's one of the best simulations I've seen," said Jerome Ruderman, a social studies teacher at Frankford High School.

Ruderman has been using it in his class for the last several weeks

"Students love it. I've never seen so much motivation and excitement.

Victor Miller, a social studies teacher at Bok, agreed.

"Our curriculum lacks any stock market component. The game fit in perfectly as a supplement," he said. It opens up the mystery for the students."

What distinguishes Wall Street Whiz from other stock-market games used in schools?

"It's written as a story, which retains [the students'] attention," Holmes said.

'It takes people back, so they |feel that they're in 1929," he explained. "It's a reenactment of the time frame and all of the factors that influenced the stock market."

In July, Wall Street Whiz will be available to the public as a non-beard game. Holmes estimates that the price of the game will be between \$80 and \$90.

THE SCHOOL DISTRICT OF PHILADELPHIA FRANKFORD HIGH SCHOOL

OXFORD AVENUE AND WAKELING STREET PHILADELPHIA, PENNSYLVANIA 19194-2610

TELEPHONE (215) 537-2519

COLLEGE COUNSELOR 537-2595

July 24, 1995

To Whom It May Concern:

I have used the classroom simulation, The Stock Market Whiz with my seniors during the past semester, and found it to be one of the best simulations ever. Actually it is one of the best teaching tools to come along in recent years.

The secret of its success is that it instantly motivates students. Even the slowest, least interested are suddenly plotting strategy, planning portfolios, and calculating costs, profits, losses, etc. The game fosters interest the history of the twenties and thirties as well as in the stock market, itself, which is part of the economics curriculum. It even motivates students to learn basic mathematics, even how to calculate percentages.

I have been teaching forty years, and in that time have never seen a classroom activity which so turned on an entire class. It is an outstanding piece of work, one which I wholeheartedly and enthusiastically recommend. My classes and I loved it.

If you wish, you may phone me to further discuss this. My number is (215)563-2965.

Very truly yours

Verome L. Ruderman,

Social Studies Department Head

Clark High School



The Academy for Mathematics, Science, and Applied Technology
Teacher Education Academy at Clark High
Academy of Finance

4291 Pennwood Avenue Las Vegas, Nevada 89102 Telephone (702) 799-5806 Fax (702) 799-5813

June 28, 2004

Urban Financial Services Coalition Jerrie Merritt, President 3800 Howard Hughes Parkway Suite 200 Las Vegas, NV 89109

Dear Mrs. Merritt:

Now that schedules have been created for our new and returning students; our Senior Class of 2004 has completed their graduation ceremony; our teachers have neatly packed away their classroom materials and checked out of the school to start their summer vacations; and I have submitted most of my end-of-the-year reports to the district, I now can take this opportunity to express my sincere appreciation to you and the Urban Financial Services Coalition for allowing students in our Academy of Finance the pleasure of participating in the Wall Street Whiz Stock Market Exchange program.

As I briefly observed our students participating in the stock exchange simulation, how delighted I was in seeing your organization providing my AOF students with hands-on training, which further helped to expand their knowledge of banking, economics, and business finance.

Furthermore, the awards/recognition luncheon, provided by the Urban Financial Services Coalition, was a "wish come true" for me. By the speakers, the professional dress, the awards, the lunch itself, the entire ambiance created by the gathering of numerous business professionals... my students got to "see," first hand, what they have the possibility of becoming if they continue to work hard in high school, go to college, and major in business and finance. In short, I truly believe my students have been provided a wealth of experiences/awareness—and some scholarship monies—that will prove to be most helpful and encouraging to them as they continue their education. UFSC has truly provided students in our AOF program at Clark High School the ultimate business partnership support!

Along with my students, I want to also personally acknowledge Mr. Fred Thomas, Managing Director of RBC Dain Rauscher for his contributions to our students; Mrs. Patrica Dixon, with Key Bank; and Mrs. Jackie Ingram, with Wells Fargo, who worked with you in coordinating and implementing all of the student activities associated with the conference. My students and I were most impressed with and appreciative of the investment simulation training that Mr. Walter Holmes, Mr. Bernard Fealing, and Mr. Jim Burnette provided them. Moreover, an extra special thanks goes to Mr. Homes for the additional scholarship award he will be giving to our student, Jarron Gray.

Thank you all for your time and personal attention you have given in providing these resources and valuable experiences to our students.

Sincerely,

Ronnie Tee Smith

Principal



NEVADA'S ONLY AFRICAN-AMERICAN COMMUNITY NEWSPAPER

Las Vegas Sentinel Voice

VOLUME 25, ISSUE 4

BRIOT COMMUNICATIONS GROUP, INC THE TRUTH SHALL SET YOU FREE May 27, 2004



Sentinel-Voice photo by Ramon Savoy

Urban Financial Services Coalition member Patricia Dixon works with Felicia Bliatout, left, and Sheila Bell, participants in Clark High's magnet finance program.

By Mary Bleier Special to Sentinel-Voice

Some Clark High School students recently got an economic lesson on the age-old adage, "What goes up must come down."

The 1920s was an era of Flappers, gangsters, music and art, the Harlem Renaissance and, of course, economic prosperity. After years of a flourishing economy, the stock market took a horrific plunge, leaving much of the United States in economic disarray in 1929. But today, 75 years later, 20 students enrolled in the magnet program of the Academy of Finance at Clark High School are learning all about the volatile market and what important trends and signs to look out for that the stockbrokers in 1929 ignored.

"This is really helping to educate the students," said Fred Thomas, managing director of the Royal Bank of Canada (RBC Dain Rauscher) in Minneapolis and former Urban Financial Services Coalition (UFSC) national president. "The kids are learning a lot of information in a short period of time. I think some of these students could be future employees of RBC."

The educational program, "Wall Street Whiz Stock Market Challenge," took place on May 18-19 at the high school. In its fourth year, the program is sponsored by UFSC. Founded in 1974, UFSC is made up of more than 100,000 minority professionals in banking and other financial services and has 39 chapters across the United States and Canada. Members volunteer their time to help provide assistance and advice to local communities. UFSC strives to serve as mentors to students, helping to foster interests in banking, economics and business finance, by providing hands-on training through the Wall Street program.

To participate in the challenge, each student was "given" \$100,000 to invest in the New York Stock Exchange. From there, they learned important terminology found in the Wall Street Journal, including market trends and all of the events that brought the booming market to its knees in 1929.

Jarron Gray, 17, said he enjoyed the program because not only did they learn valuable information that will help them with their careers, but they also received cash prizes during the competition for completing and answering various questions correctly.

"I like money and this is exciting," Gray said. "I'm learning about Wall Street, how to read stocks and how to make good decisions. This is a simulation of what led up to the crash in 1929, so we are also learning how to make different decisions as stockbrokers."

Gray added that the Academy of Finance has geared him towards an interest in a career in business and finance. Looking at numbers and how to make a profit is part of what the students learn in the program, which is helping Carina Llamas, 16, plan for a productive future.

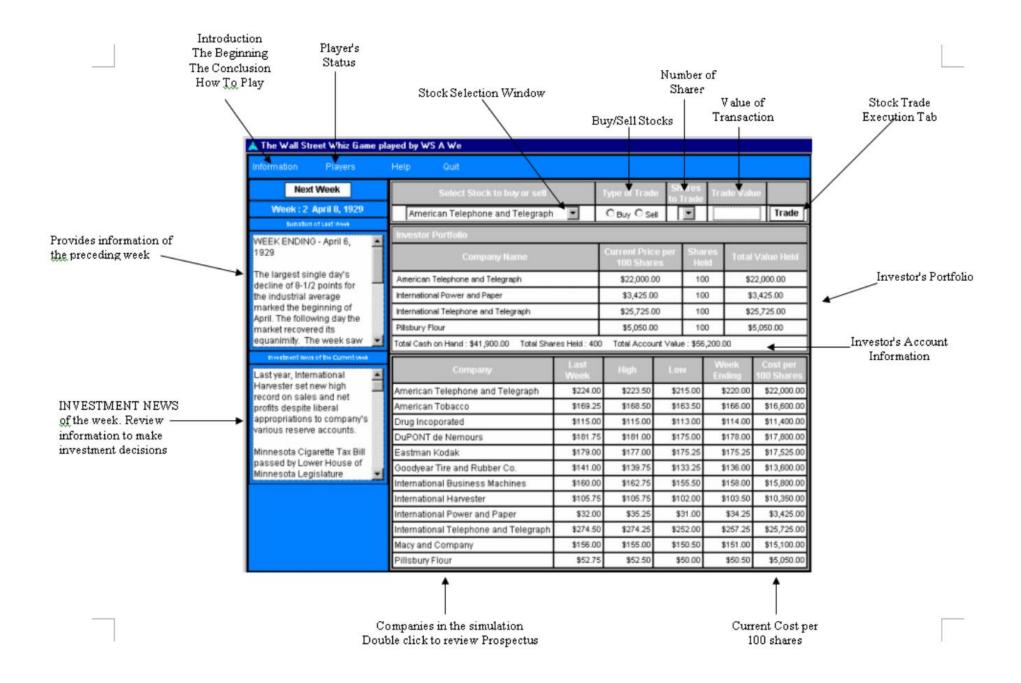
"I want to own my own business and this helps me learn about what I want to do in the future," Llamas said. "We've been learning about trends and which stocks to buy. You know that if it's (the stock) going up, it will eventually come back down."

UFSC said this high school investment simulation is a component to its annual conference. During the week of May 31 to June 6 at the MGM Grand Casino, UFSC will celebrate 30 years as the premier professional organization for minorities in the finance industry. This year's theme is "Building Upon Our Legacy: Preserving Our Values." The conference will focus on gaining a better understanding of career advancement in the financial industry, dissemination of financial services within our communities and economic development programs for local communities.

Also on June 2, during a luncheon at the conference, the winners of the high school Wall Street Whiz Stock Market Challenge will be announced. The first place winner will receive \$2000 in mutual funds, second runner-up receives \$1,000 in mutual funds and the third-place winner takes home a prize of \$500 in mutual funds.

For more information, contact Jerrie Merritt, local UFSC chapter president, at (702) 791-6207.





Urban Financial Services (Coalition

UFSC Foundation Sheila S. Crawford, President 2121 K Street, NW, Suite 800 Washington, DC 20037 Phone: (202) 261-3569 Fax: (202) 261-3508 Email: ufseff/afscfoundation.org Website: www.ufscfoundation.org



May 7, 2003

Walter Holmes President The Fifth House, Inc. 5398 Wynnefield Ave., Suite 104 Philadelphia, PA 19131

Dear Mr. Holmes,

The Urban Financial Services Coalition Foundation, Inc. (UFSCF) is pleased that you have agreed to form a partnership with our organization to provide Programs developed by your company, The Fifth House, Inc. We are currently working with you to deliver the Wall Street Whiz © Program to students of Woodrow Wilson Senior High School in Washington, DC, during the UFSC 29th Annual Conference, May 27-31, 2003.

We would like to establish an ongoing relationship with your company whereby we (UFSCF) will be able to offer the Wall Street Whiz © Program and other Programs that you have and will develop, as National Programs, through our Foundation. We have developed the following 'Agreement Letter' for your review and approval to represent the partnership between our two organizations. You can contact me directly at 803-264-7385 if you have any questions. Thanks.

Sincerely,

Sheila S. Crawford

President, UFSCF



WALL STREET WHIZ © CAPITAL INVESTMENT CHALLENGE

Program Overview

The Urban Financial Services Coalition of Omaha (www.ufscomaha.org) partnered with Omaha Public Schools Northwest High School's Academy of Finance Class to offer a financial education program for graduating seniors entitled the 2005 Wall Street Whiz Kids.

The Wall Street Whiz Kids stock market simulation is an economics education program that recaptures the "Stock Market Crash of 1929" from April 1, 1929 to March 31, 1930. Starting with \$100,000, students become actual weekly investors of the period with surprising results. By analyzing actual 1929 news events, students were given the opportunity to buy and sell stocks of the period. Contrary to popular belief, many investors made a lot of money during the Crash using sound investment principles. By reiterating the importance of using sound investment principles, this program helped to dispel the belief of certain economic ruin as students were given the opportunity of possibly doubling or tripling their simulated \$100,000 portfolios.

Specifically, our local program consisted of a four (4) week competition which ultimately proved to be a fun and realistic exercise that complimented the participants existing high school economics curriculum. The curriculum used for this program consisted of workbook materials and a web application provided by the Wall Street Whiz © Capital Investment Challenge Program (http://www.wallstreetwhiz.com/). In addition, our program facilitators also provided the student participants with supplemental presentations over basic wealth building concepts. The top three participants who recorded the biggest gains in their simulated portfolios were specially recognized and also received monetary awards (Investment Accounts with Waddell & Reed) as winners of the competition.

Program Goals and Objectives

Our UFSC Omaha Chapter identified three primary objectives for wanting to implement this program:

- 1) A financial education program that will primarily targeting students of diverse ethnic backgrounds parallels one of our chapter's primary initiatives of increasing the number of minority citizens who are able to make informed money management decisions as well as increasing their overall financial education.
- 2) Involving minority students in a program that provides them with an opportunity to interact with representatives from mainstream financial institutions at an earlier age will provide the students with a less intimidating perception of mainstream financial services institutions.
- 3) The improved perception of mainstream financial service institutions that students will likely gain from this program will ultimately help to expand relationships in minority consumer markets.



2005 Wall Street Whiz Kids Schedule

Session 1, Thursday, March 17, 2005 (5PM - 7PM)

Facilitator - Kerric Kynard, Rep Relations Specialist, Securities America

Session 2, Thursday, March 31, 2005 (10AM - 11AM)

Facilitator - Kerric Kynard, Rep Relations Specialist, Securities America

Session 3, Wednesday, April 13, 2005 (5PM - 7PM)

Facilitator - Earl Johnson, District Manager, Waddell & Reed

Session 4, Wednesday, April 20, 2005 (5PM - 7PM)

Facilitator - Earl Johnson, District Manager, Waddell & Reed



2005 Wall Street Whiz Kids Student Participants and Teacher Coordinator

Brittany Burleson
Darech Gaskill
Mikaela Jennings
Crystal Knight
Brianna Kozeny
Chamille Lawrence
Molly McClintock
Charlotte McGinn
Dan Miller
Russell Neumann
Nick Sutton
Morrel Wax
Demia Woodruff

Kim Kromberg
Academy of Finance
Teacher-Coordinator
FBLA Adviser
Omaha Northwest
High School
8204 Crown Point Avenue
Omaha, NE 68134





2005 Wall Street Whiz Kids Contest Results

Group Name : FNNI						
Sr No	Player Name	Online Status	Week No / Max Week No	Cash in Hand	Stock Value	TOTAL ACCOUNT VALUE
1	Burleson Brittany	No	53/53	\$11,350.00	\$99,125.00	\$110,475.00
2	Gaskill Darech	No	53/53	\$103,615.00	\$33,500.00	\$137,115.00
3	Jennings Mikaela	No	53/53	\$34,650.00	\$63,250.00	\$97,900.00
4	Knight Crystal	No	53/53	\$12,210.00	\$99,600.00	\$111,810.00
5	Kozeny Brianna	No	53/53	\$39,840.00	\$66,400.00	\$106,240.00
6	Kromberg Kim	No	1/53	\$100,000.00	\$0.00	\$100,000.00
7	Lawrence Chamille	No	53/53	\$33,300.00	\$62,050.00	\$95,350.00
8	Madeline x	No	1/53	\$100,000.00	\$0.00	\$100,000.00
9	McClintock Molly	No	53/53	\$124,025.00	\$17,900.00	\$141,925.00
10	McGinn Charlotte	No	53/53	\$47,965.00	\$52,050.00	\$100,015.00
11	Miller Dan	No	53/53	\$42,297.00	\$99,900.00	\$142,197.00
12	Neumann Russell c	No	53/53	\$9,800.00	\$101,250.00	\$111,050.00
13	Sutton Nick	No	53/53	\$30,600.00	\$72,750.00	\$103,350.00
14	User Test	No	1/53	\$100,000.00	\$0.00	\$100,000.00
15	Wax Morrel	No	53/53	\$128,100.00	\$24,250.00	\$152,350.00
16	Woodruff Demia	No	53/53	\$2,370.00	\$110,125.00	\$112,495.00
			Sec. 1	2		

2005 Wall Street Whiz Kids Contest Winners

1st Place \$750.00 Mutual Fund Morrel Wax

2nd Place \$500.00 Mutual Fund **Dan Miller**

3rd Place \$250.00 Mutual Fund **Molly McClintock**

Teacher Coordinator Kim Kromberg