

CINCINNATI BUSINESS COURIER

Settlement reached

UC comes to \$5.3M agreement with family in officer shooting

ERIN CAPRONI, 22



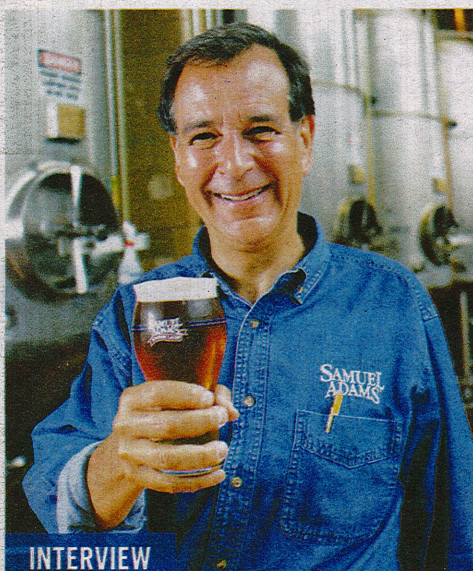
STOCKS COMPETITION

SLICK PICKS LIFT SIEGMANN TO VICTORY



Total Wealth Planning's COO wins Courier's annual contest, thanks to portfolio gain of 23.6 percent fueled by Frisch's, Amazon.

STEVE WATKINS, 20



INTERVIEW

JIM KOCH TOASTS OUR BEER SCENE 12

LAW: 8-PAGE SPECIAL REPORT

UC AT THE BANKS?

Relocating some academic programs could be transformative for the riverfront development, but the school, politicians and businesses will all have a say.

CHRIS WETTERICH, PAGE 4

INSIDE

Lessons in becoming a good attorney

Meet James Zimmerman, the youngest managing partner in an esteemed law firm's history. **PAGE 7**

Is it illegal to play poker near City Hall?

Take our pop quiz to test your knowledge about obscure (and dated) local laws. **PAGE 8**

THE LIST

Largest law firms, 6

MARK BOWEN/CARTER USA

MAKING DEALS

Southern Air sold for \$110 million

Competitor Atlas Air agrees to buy Florence-based carrier in all-cash, debt-free deal. **ERIN CAPRONI, 3**

\$25M project coming to Over-the-Rhine

Development at Liberty and Elm would feature apartments, retail, restaurants, parking. **TOM DEMEROPOLIS, 18**

COMING SOON

Reds to induct Rose into Hall of Fame

Team will also retire number, honor "Hit King" with statue outside stadium in June. **STEVE WATKINS, 21**

Fitness center to add \$1M saltwater pool

Cincinnati Sports Club will open its new facility in March to meet demand. **BARRETT J. BRUNSMAN, 14**



DINING OUT

LATIN FLAVORS IN MOUNT LOOKOUT 13



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▶ BY THE NUMBERS

30%

Kroger Co.'s stock gain in 2015, while the market declined 1 percent

17%

Projected gain for Kroger's stock in the next year from its Jan. 15 close, according to Oppenheimer & Co. analyst Rupesh Parikh's \$47 price target

48

Industry-leading consecutive quarters of same-store sales growth Kroger has generated

▶ MARKET MOVER



KEVIN COX

FIFTH THIRD BUYS BACK \$215 MILLION IN STOCK

Fifth Third Bancorp is forking over \$215 million in a major repurchase of its own stock.

The investment banker for Fifth Third, Cincinnati's largest locally based bank, told the bank it had purchased 11 million shares. Fifth Third paid \$19.49 per share for the stock.

The transaction takes 1.4 percent of Fifth Third's shares out of circulation. That boosts the value of the remaining shares by that amount. Fifth Third's stock rose 32 cents, or 1.9 percent, to \$17.65 Jan. 14, the day of the announcement.

Fifth Third is likely to do more. This batch of shares is part of the company's March 2014 program to buy back 100 million shares of its stock.

ANNUAL COMPETITION

Frisch's lifts Siegmann to stock contest win

Even Rob Siegmann couldn't have known that Frisch's Restaurants Inc.'s struggles last year would wind up propelling him to victory in the 2015 edition of the *Business Courier's* annual stock-picking contest.

Frisch's dealt with several issues last year and early this year - from the involvement of an activist investor and changing restaurant customer habits to an employee embezzlement charge. All raised the specter of whether Frisch's would be acquired, as I wrote in my February cover story.

In May, that's exactly what happened. Atlanta-based NRD Partners agreed to pay \$34 a share for Frisch's, a 21 percent premium over its trading price.

Siegmann, principal and chief operating officer at Blue Ash-based wealth management firm Total Wealth Planning, was one of just two participants in the stock contest, which had 30 players, to select Frisch's as his local stock pick (the *Courier's* all-local entry was the other). And its 31 percent gain for the year through the August completion of its acquisition gave Siegmann a leg up on the other competitors.

Siegmann could have claimed he saw the whole thing coming, but he didn't.

"I would've never expected it to be bought out in 2015," he said. "I picked Frisch's because I was going for a defensive one that was different from everyone else. It had stable earnings, stable profits and it paid a dividend."



"I picked Frisch's because I was going for a defensive one that was different from everyone else."

ROB SIEGMANN, COO of Total Wealth Planning

Siegmann's 24 percent gain easily outdistanced the second-place gain of 15 percent by Foster & Motley's Ralph Scherer.

Participants selected a portfolio of five stocks in early January 2015 that they expected to produce the best total return, including dividends, in 2015. At least one selection had to be a locally based company.

It was a rough year for contest participants and for stocks in general. Just 40 percent of contestants - 12 of 30 - beat the S&P 500's 0.7 percent loss or its 1.2 percent gain with dividends included. The *Courier* continued its run of strong performances. Its portfolio of all local stocks gained 9.7 percent, aided by Chemed Corp.'s 43 percent gain and Meridian Bioscience Inc.'s 30 percent return, in addition to Frisch's results. The *Courier* has

▶ TOP 10

AND THE WINNER IS ...

Total Wealth Planning's Rob Siegmann took the title in the 2015 *Courier* stock-picking contest. Each contestant picked a portfolio of five stocks in January 2015 that they expected to post the best total return for the year. One pick had to be a local stock. Amazon.com was his top pick and generated the contest's best gain at 118 percent. Chemed was the best local stock in the contest, rising 43 percent. Here's a look at the 10 contestants who posted the highest gains.

Rank	Money Manager	Firm	Percent gain
1	Rob Siegmann	Total Wealth Planning	23.6%
2	Ralph Scherer	Foster & Motley	15.3%
3	Jon Detter	Opus Capital Management	14.0%
4	Chris Prybal	Schaeffer's Investment Research	13.5%
5	Jim Russell	Bahl & Gaynor	10.0%
6	NA	<i>Business Courier</i>	9.7%
7	Chris Rowane	Bahl & Gaynor	5.6%
8	Dan Popowics	ClearArc Capital	4.1%
9	Robert Huesman	1919 Investment Counsel	3.6%
10	Joe Bruening	Renaissance	3.1%

NA: NOT APPLICABLE
SOURCE: KEYBANK

finished in the top 10 in 11 of the contest's 13 years and beat the S&P 500 in nine of those years.

Siegmann's local pick gave him a boost, but his biggest jump on the competition came from his selection of Amazon.com Inc. It rocketed 118 percent, the best stock of any contest choice. And Siegmann was the only competitor to pick Amazon.

Siegmann pointed out that Total Wealth Planning doesn't invest in individual stocks, generally choosing funds instead, so

he played in the spirit the contest is intended: a fun way to talk about stocks' prospects. But winning was still a big deal.

"I was very excited when I saw that," Siegmann said. "It made my day."

As for this year, he sees a rough ride that should work out in the end for investors.

"We're expecting a very volatile year," he said. "But the U.S. economy has done so well. We think U.S. equities are still the best place to be."