



The Keyway

March 18, 2008
 Issue 4399

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“Automated Trading Desk-- Charleston Success Story”

March 11th, 2008: Arpan Kotecha, team leader of the predictive technologies team responsible for the pricing engine technology that drives trading, shared his insights on how Automated Trading Desk was created. Arpan, originally from Tanzania, is a College of Charleston Alumni and started with the firm in 2004 in the competitive internship program.



Arpan Kotecha

Professor David Whitcomb, Steve Swanson and Jonathan Butler met through a mutual friend at the College of Charleston. They took an innovative concept, and with intelligence and hard work, created what people said could not be done. Beginning in 1988 the principals, along with the company’s dedicated employees, taught computers to trade shares of stocks like humans, at unprecedented speed.

The company’s unique “pricing engine” technology propelled the company from a small start-up to a success level that attracted the attention of the financial giant, Citigroup. Its innovation and brain power motivated a recent purchase due to its capability and ability to provide future value as the landscape of business continues to change dramatically.

While ATD has been very successful and extremely innovative, it hasn’t been without its challenges. When stock trading in 2001 went to “decimalization” (going from trading the smaller increment in 1/8 of a dollar to a penny), the impact was dramatic and, without the innovation and drive of employees, would have been devastating. According to Arpan, the hiring of really smart people, most of which are hand picked from the College of Charleston, has allowed ATD to create systems that can develop a “price prediction” in as little as 30 seconds. ATD enables the prediction of very small changes in price extremely quickly and their clients make money by reacting to a penny, or even fraction of a cent, difference in stock price. The information and being able to extremely and accurately time the transaction are very valuable.

The company has three primary groups providing different functions. One of the most interesting groups is one that enables a customer to sell very large blocks of stock or even a smaller block of stock in a very thinly traded issue a little at the time without adversely affecting the price. Because of the high volume of stock traded each day and with some trades executed in as little as 100 mili-seconds, ATD’s powerful technology has an extremely positive application as financial trade becomes more mechanized.

The 125 employees of ATD work in a positive, innovative climate to create models and systems that are at the cutting edge of financial service. The people, its culture, and its leadership create value for all concerned.

Reported by Wayne Outlaw, Keyway Committee

Rotary Calendar

March 18, 2008

**Bill Stanfield,
 Metankoia**

March 25 2008

Great Race

March 28-30, 2008

**District Conference in
 Myrtle Beach**

April 1, 2008

Ann Irvin, Firefly

In other business. . .

Kathy Jones led us in the *Invocation & Pledge of Allegiance*. **Hilton Smith** introduced visiting Rotarians & guests. Health & Happiness was offered by **Rob Dewey**. **Steve Morse** made an announcement on Wellness Program. **Elizabeth Prout** made a membership retention announcement. **Tom Sweeny** introduced our Guest Speaker, **Arpan Kotecha**.

Splinters from the Board

Your “pocket change” does make a “life” change in others:

Bucket contributions collected were **\$137.98.**

Thanks to everyone for your contributions to the bucket during the month of February. Almost \$600 was collected and will be donated to Water Missions International to help water treatment projects in Peru.

Member Status Changes:

The board regretfully accepted resignations from two long-time members: **Linda O’Quinn** and **Bob Prenner**. We wish them all the best! **Susan Garcia** and **Robin Poliakoff** were both approved for leave of absences.

The Four Way Test

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

Announcements:

Celebrate Rotary Night with Your Riverdogs

Come bring your entire family and enjoy a night of fun and fellowship with other area Rotarians, as the Charleston Riverdogs raise awareness and celebrate Rotary Club Night on Monday, April 14th. A portion of each ticket sold will be donated to the Rotary Foundation. More details on how to purchase tickets, etc. will follow in the upcoming weeks.

Wellness Committee Survey

This past Tuesday those with e-mail address should have received an email from the Wellness Committee (from the address rotarywellness@googlegroups.com *) requesting you to participate in the Wellness Program Yearly Survey with a link to take the survey. Please take time to complete the survey. If you do not have e-mail, your survey will be sent via mail. A make-up credit is being given to all those who complete the survey.

Proposed New Members

Name: Kevin Mills
 Address: SC Aquarium, 100 Aquarium Wharf
 Charleston, SC 29401
 Class: Aquarium Management
 Sponsor: Bruce Murdy

Name: Kurt Seguer
 Address: Tidelands Bank, 875 Lowcountry Blvd.
 Mount Pleasant, SC 29464
 Class: Banking/Commercial
 Sponsor: Frederick Dulles

Extra Mile Nomination Being Accepted

If you would like to nominate someone from the Charleston community to be recognized with our club’s next “Extra Mile” service award for exceptional community service, please complete the nomination form on our website or contact **Tom Sweeny** to obtain a form.

Great Paul Harris Fellow Opportunity! There’s still time...

...contact **Kyra Morris** at Kyra.Morris@MFCPlanners.com or call 884-6192 and let Sherry, the office manager and personal assistant, know that this is VERY important Rotary business. (email is the easiest way to get through) Kyra will let you know how close you are to recognition status and how to proceed.

AREA CLUB MEETING TIMES

Summerville - Oakbrook
Wescott County Club
Monday 7:30 AM

North Charleston
Airport Radisson
Monday 12:30 PM

East Cooper Breakfast
Zeus Grill & Seafood
Restaurant
Tuesday 7:30 AM

Goose Creek
Old Goose Creek Recreation
Center (Temporary)
Tuesday 1:00 PM

Charleston
Citadel Alumni House
Tuesday 12:30 PM

Mt. Pleasant
Holiday Inn
Wednesday 12:30 PM

Summerville
Sticky Fingers Restaurant
Wednesday 1:00 PM

**North Charleston
Breakfast**
Embassy Suites
Thursday 7:30 AM

Daniel Island
Daniel Island Medical
Center
900 Island Park Drive
Wednesday 7:30 AM

Moncks Corner
Western Sizzlin
Highway 52
Thursday 12:30 PM

St. Andrews-Charleston
Bessinger's BBQ, Hwy. 17S
Thursday 12:30 PM

Charleston Breakfast
Harbour Club
Friday 7:30 AM

St. Johns Parish
Berkeley Electric Coop
Maybank Hwy.
Wednesday 7:30 AM

Announcements (continued)

Ensure Your Membership Information is Up-to-Date

We are in the process of updating our membership roster. Please take a minute to review your information that is published in our current roster to ensure it is still correct. If there have been any changes, please remember to let **Carroll** know at chasrot@comcast.net. If you need a picture taken, Richard von Werssowetz will be available at upcoming meeting to take pictures.

Job Fair...April 12th from Noon until 2:00PM

The Rotary Club of Charleston is partnering with Fraser Elementary School to host a parent Job Fair on Saturday, April 12th from Noon to 2:00 PM. in a continued effort to reach out to the schools community and get parents more involved with the school. We are looking for company sponsors. If your company is within walking distance or on the CARTA line and has entry level positions we want to hear from you. CHARLESTON PLACE HOTEL has agreed to participate, won't you? If you can help in this way or any other capacity, please contact **Stephanie Wilson** (884-9452. In addition if you have any business appropriate clothing that you can donate it would be appreciated. Such items as women's handbags, costume jewelry and men's ties are especially needed. Bring them to Rotary and we will see that the items are taken to Fraser.

Mark Your Calendars now to attend...

...our annual District Conference being held March 28-30 at Myrtle Beach Marriott Resort at Grande Dunes. You do not want to miss the wonderful Rotary fun, fellowship, great speakers, entertainment and activities. If you are interested in registering for the conference, please let Carroll know. You can attend one day or enjoy the entire weekend. The club has money in the budget to cover conference registration fees for those who attend the conference. Members are responsible for making their own hotel room reservations. For more information, go to the District website at www.rotary7770.org

Birthdays

March 18- Robin Poliakoff
March 18 – Sue Sommer-Kresse
March 19 – Andy Anderson
March 21 – Leslie Fellabom
March 22 – Jerry Nuss
March 24 – Tom Sweeny

ATTENDANCE SCORE BOX

February 26th 2008
136

Members Absent:

Anderson, A., Arnaud, Bailey, Baldwin, Bergvall, Berlin, Body, Bryan, Butts, Cartland, Chapman, DiMaggio, Dukes, G., Dunaway, Edwards, England, Ethridge, Fallon, Fetner, Forbes, Gaillard, Gailliard, Garcia, Gelfert, Gill, Gilliard, Grose-close, Ham, Hansen, Hasbrouck, Helms, Humphries, Johnson, Al, Johnson, Angie, Johnson, J., Jones, M., Katzman, Kelley-Duncan, Kerri-gan, Krawcheck, Lansu, Lawrence, Leibowitz, Lester, McCormack, McKay, McKnight, Mobley, Nagy, Oulla, Outlaw, Perry, Peters, Poliakoff, Ravenel, E., Riley, A., Riley, J., Rosa, Sisco, Smith, P., Taylor, Thomas, R., Thompson, Watkins, Wertimer, Whitmore, Widman, Wilson, Witte, Wombwell, Zucker

Out of Town Make-Ups:
None

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**Remember the 4-Way Test
in all you do.**

WE'RE ON THE WEB:

WWW.CHARLESTON-ROTARY.ORG

District Governor #7770: Mary Martinl

Rotary International President: Wilfrid J. Wilkinson

2007/2008 Officers & Committee Chairs

Jermaine Husser, President
Andy Brack, President-Elect
Don Horres, Treasurer
Don Oswalt, Secretary
Amy Jenkins, Past President
Herb McGuire, Sergeant-At-Arms
Jennet Alterman, Club Service A
Richard Gershon, Club Service B
Amy Riley, Club Service C
Tom Sweeny, Education
Andy Brack, Community Service
Ellen Jackson, Vocational Service
John Bleecker, International Service
Anita Zucker, RCCF
Carroll Schweers, Executive Secretary

Jennet Alterman, Club Service A

Jim Geffert, Programs
Don Oswalt, Fellowship/Family of Rotary
Rhett Dunaway, Health & Happiness
Richard Gershon,
Visiting Rotarians & Guests
Jim Parker/Tony Holz, Invocation
Ricky Bailey, Emblem
Herb McGuire, Sergeant-At-Arms

Richard Gershon, Club Service B

TBD, Membership Retention
Vito Scarafile, Rotary Information
Johnny Jordan, College of Knowledge
Amy Jenkins, Membership Development
Kenny Krawcheck, Classification
Earl Walker, Nominations
TBD, Special Events/Social

Amy Riley, Club Service C

Bill Crowe, Keyway
Don Horres, Finance
Gitta Wombwell, PR/Magazine
Richard von Werssowetz, Roster
Lisa Thomas, By-Laws
Cooper Coker, Capital Creations

Tom Sweeny, Education

Joan Ustin/Dennis Bergvall,
Excellence in Education
Jay Hart, Rotary Scholars
Kathy Jones, Rotary Readers
Kathy Jones, School Partnership Coordinator
Tom Sweeny, Barrier Island Trip
Ray Jones, Students & Seniors
Tom Sweeny, Sea Student Program

Andy Brack, Community Service

Cooper Coker, Salvation Army
Mary Peters, Senior Aging & Issues
Cooper Coker, Environmental Protection
Jennifer Audi, Wellness

Ellen Jackson, Vocational Service

John Bleecker, International Service

Kyra Morris, Rotary Foundation
Stovall Witte, Ambassadorial Scholars
Robin Freer, GSE
Frederick Dulles, International Grants