

Aegon Names Business Trading Lab

AEGON USA's Transamerica Life Insurance Company (AEGON Transamerica Foundation) of Cedar Rapids,

Iowa, has made a \$500,000, five-year pledge to the College of Business to name the trading simulation laboratory in the Gerdin Business Building.

AEGON is a global leader in insurance products, including life insurance, pensions, related investment products and supplemental health insurance products. AEGON's largest location in the United States is located in Cedar Rapids, home to six of AEGON's divisions and major business units with more than 2,700 employees.

The pledge is an unrestricted gift, meaning that AEGON has given the college discretion to use the gift to pursue its most important initiatives.

College of Business alumnus Peter Gilman ('86 Finance), AEGON's president and chief executive officer of Extraordinary Markets, has been central to the relationship between AEGON and the college.

"We at AEGON are pleased to support the College of Business," Gilman said. "The college has given us many outstanding employees at AEGON and we couldn't be happier with the relationship."



THE AEGON TRANSAMERICA TRADING SIMULATION LAB.



AEGON has been a generous contributor to the College of Business. One of its past gifts included a \$250,000 pledge to create two upper-level College of Business courses in fixed income, where students work with AEGON employees and spend time on AEGON's trading floor. Students get to make recommendations in the management of a portfolio of Transamerica Life Insurance Company assets worth approximately \$50 million.

An earlier \$100,000 gift established the AEGON Transamerica Endowed Scholarship, which awards \$1,000 scholarships annually to four College of Business sophomores or juniors majoring in finance or accounting, or students enrolled in the master of accounting program. The scholarships reward academic success, as well as campus and community involvement and leadership.

The trading lab will now be named the AEGON Transamerica Trading Simulation Lab. It simulates a real-world trading environment, with stock exchange monitors, live tickers, and news. It allows for tutorials, market-based competitions, and projects to show students where market inefficiencies can occur and test whether they can detect and respond to opportunities.

"AEGON has been a tremendous partner to the College of Business," said Dean Labh Hira. "They are committed to developing bright, young financial minds in our college and they have shown that in many ways. We are thankful for what they do for our students and faculty." ■

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—LABH HIRA