

Tulane Goes "Mad"

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Anyone who's watched the tell-it-like-it-is host of CNBC's "Mad Money w/ Jim Cramer" knows that an hour of his boisterous persona rarely disappoints viewers and sets his show apart from typical financial programs. During Tuesday's (Oct. 19) taping of the show on the Tulane uptown campus, business school students were pumped up about Cramer's visit ? some arrived more than three hours before start time.



During the taping of "Mad Money w/ Jim Cramer," business student Liam Kelly, right, pitches an investment opportunity to Cramer from stocks that were researched as part of the Burkenroad Reports program at Tulane. (Photo by Sally Asher)

Logan Peeler, a junior majoring in finance, arrived early for a chance to ask Cramer a question on-air. In a crisp blue dress shirt with the sleeves rolled up in homage of Cramer's signature look, Peeler says there was a method to his attire.

"Jim Cramer is one of the most knowledgeable guys in this industry, and I'm incredibly thrilled that he selected Tulane for the first stop on his college tour," says Peeler, an Arkansas native. "We were asked to show school pride by wearing school colors and Tulane shirts, but I decided to go for business casual in case any

internship opportunities became available.”

While those who attended the taping may have a difficult time extinguishing Cramer's famed “Booyah!” saying from their heads, they also left feeling a bit smarter about the stock market and where it could head during coming months.

“I'm not just here to entertain, but also to educate,” said [Cramer](#) at the start of the show, which featured Jim Bernhard Jr., CEO of the Shaw Group, as a special guest. During breaks the host explained in more detail what he discussed when the cameras were rolling.

As to why he selected New Orleans and Tulane as the first stop of his 2010 Back to School Tour, Cramer explained that New Orleans has always been a very optimistic place.

“The glass in New Orleans is always half full,” he said. “That's probably because the people here know what a lot of water looks like.”