

File Edit View History Bookmarks Tools Help

Will St. Patrick's Day-Themed ...

https://www.forbes.com/sites/rogeraitken/2017/03/15/will-st-patricks-day-themed-stocks-investments-prove-lucky/#3652ea

FORBES

LOG IN

YOUR READING LIST

Ad : (0:15)

Will St. Patrick's Day-Themed Stocks & Investments Prove Lucky?

FidelityVoice: How Much Should I Save Each Year?

Wall Street Rules The Forbes 30 Under 30 Finance List

Active on LinkedIn

IRS Offers Additional Time For Some Taxpayers Due To Winter Storm Stella

Vanguard  
Vanguard Personal Advisor Services\*  
+ Important information

to guide your decisions. START VANGUARDING®

MAR 15, 2017 @ 09:01 PM 30 VIEWS

The Little Black Book of Billionaire Secrets

# Will St. Patrick's Day-Themed Stocks & Investments Prove Lucky?

✉ f t in g

**Roger Aitken**, CONTRIBUTOR  
*I write about financial markets, exchanges, IT and trading technology.* FULL BIO ▾  
Opinions expressed by Forbes Contributors are their own.

The Saint Patrick's Day tradition that takes place on March 17 calls for green beer, shamrock party favors and an enduring quest for that Pot o' Gold. But it would seem that most of this year's St. Paddy's portfolio stock plays might not be charming those seeking to generate positive investment returns. And, being in the red can make you blue.

Well, that is the broad view according to investment expert Brent M. Wilsey, President of San Diego-based **Wilsey Asset Management**, who has assessed five holiday-themed public companies around the celebration that marks the traditional death date of Saint

ME  
BY MELIA  
SAVE UP TO 35%  
BOOK NOW

Start Chrome Firefox Edge Settings Mail File Explorer Word Excel PowerPoint OneDrive

6:21 PM 3/15/2017