Investing *for* Impact

Inspire. Educate. Collaborate.

Session Descriptions and Speaker Bios

Your Host

Steve Schueth is President of First Affirmative Financial Network and lead producer of The SRI Conference – on Sustainable, Responsible, Impact Investing. For over twenty-five years, Mr. Schueth has been a nationally recognized authority, consultant, and resource to the responsible investment industry. He served eleven years as a director of US SIF: The Forum for Sustainable and Responsible Investing, seven years as chair of the board. An SRI Service Award winner in 1998, his background includes eight years with Calvert and three years as Director of Development at The Wharton School, University of Pennsylvania. Mr. Schueth (pronounced "Sheeth") currently serves as a director of two non-profit organizations: The Alliance for Sustainable Colorado and Americans for Nonsmokers Rights.

Advocacy in Action: We Will Not Be Silenced!

Speakers: Jim Hawley, Patricia Farrar, Danielle Fugere *(moderator)*

From the Chamber of Commerce to the Business Roundtable, opponents of shareowner access to public companies are combining forces and threatening to dramatically alter the playing field. With a variety of tools including SEC appointments and efforts to destroy or dilute Rule 14a-8 challenges, the rights of shareowners to successfully speak to company management, boards, and other shareholders are being challenged. How might shareowners defend the ground we have already won? What are our options if the SEC becomes actively hostile to shareowner rights? How might we plan strategically to be most effective in this new political reality?

Danielle Fugere, JD, is President and Chief Counsel at As You Sow. She is responsible for strategic management of the Energy, Environmental Health, and Waste programs. She brings a wealth of experience in achieving broad and lasting change and in-depth knowledge of clean energy, conservation policy, toxic enforcement, and team building. Ms. Fugere served most recently as Executive Director of the Environmental Law Foundation. Previously, she was Legal Director and Regional Program Director for national nonprofit, Friends of the Earth, where she spearheaded innovative legal strategies to reduce global warming pollution and directed campaigns to reduce pollution and promote sustainable alternative energies and fuels. Ms. Fugere was recognized with the WaterKeeper's Environmental Achievement Award in 2000.

Patricia Farrar-Rivas, CIMA, is a founding principal and CEO, of Veris Wealth Partners. She has been providing investment advisory and wealth management services since 1992. Patricia is a principal consultant to the Envestnet Sustainability Platform. Prior to Veris, Ms. Farrar led the effort by Silicon Valley-based public accounting firm, Frank, Rimerman + Co. to launch its investment advisory subsidiary, Frank, Rimerman Advisors. She also co-founded the New York office of Progressive Asset Management in 1994. She served on the board of As You Sow, a nonprofit organization promoting corporate responsibility through shareholder advocacy, grant making, and innovative legal strategies. She is also a member of the Standards Council for the Sustainability Accounting Standards Board (SASB), a nonprofit that works on developing and disseminating industry-specific sustainability accounting standards for material, nonfinancial (ESG) information.

Leslie Samuelrich leads Green Century Capital Management, focusing on the firm's current and emerging investment strategies, business development, and impact investing program. She is a frequent speaker on impact, gender-lens, and environmentally sustainable investing. Prior to joining Green Century, Ms. Samuelrich served as the Chief of Staff at Corporate Accountability International and Executive Director of Green Corps. She earned a BA in economics from Boston College and currently serves on the Board of Directors for US SIF: The Forum for Sustainable and Responsible Investing, the membership association for professionals, firms, institutions, and organizations engaged in sustainable, responsible, and impact investing. She also serves on the Advisory Board of the Intentional Endowments Network and is a member of The SRI Conference Agenda Committee.

Economic Update, PLUS Lessons from Iceland

Presenter: Mel Miller, CFA®

In this session, Mel Miller, Chief Economist with First Affirmative Financial Network, will provide an update on the Economic and Market Forecast he shared with SRI Conference participants last November. AND, having recently visited Iceland, he will share information and analysis on the anatomy of the Financial Crash of 2008 from an Icelandic perspective. The financial crises experienced in the U.S. and Iceland were different in some respects, as was the official government response. Mel will share lessons learned and take questions in an effort to help all advisors and investors be better prepared for a possible future crash.

Mel Miller, CFA®, is Chief Economist for First Affirmative Financial Network and a member of the First Affirmative Investment Committee. Prior to joining First Affirmative in August 2012, Mr. Miller was Executive Vice President and Chief Investment Officer of Heartland Financial USA, Inc. where he led the economic research and forecasting function for the firm. His primary day-to-day responsibilities included asset allocation strategies, asset/liability management, and funding issues of Heartland member banks. Mr. Miller initiated the establishment of a socially responsible investment services program shortly after joining Dubuque Bank & Trust (now a Heartland Financial subsidiary), in 1984. Previously, he taught at the college level in the areas of investments and portfolio management, and was chair of the department of Accounting and Business at Loras College in Dubuque, Iowa.

Loving Your To-Do List: Time Management for Busy Professionals

Presenter: Sonya Dreizler

In this concentrated and interactive practice management session, Sonya Dreizler will present three effective time management tools to help you focus your daily efforts toward meeting your business goals. We will discuss practical and concrete steps you can implement in your practice immediately, and will do the first step together, during the session.

Sonya Dreizler, CFP®, is the founder of Solutions With Sonya. She enjoys helping financial advisors and financial services executives to grow their businesses and tackle complex business issues. Ms. Dreizler is a respected leader, practical thinker, and consensus-builder with excellent communication skills and deep experience in Independent Broker Dealer and Investment Advisor management. Her areas of expertise include sustainable and impact investing, streamlining operations, business development NS oversight, BD/RIA regulation ns financial reporting, and contract negotiation. Sonya previously spent 13 years at Protected Investors of America, a boutique Broker Dealer and SEC Registered Investment Advisor. She started at the firm as an executive assistant and took on increasing roles over time, eventually serving as CEO of the firm. She is a volunteer board member of CUESA, a sustainable agriculture and education non-profit; she also volunteers with Friends of the Urban Forest and JVS. In addition to being a CERTIFIED FINANCIAL PLANNER™, Ms. Dreizler holds the Series 7, 66, 24, and 28 securities licenses. She earned a BA from UCLA in English Literature and speaks fluent Spanish and some Portuguese. She lives in San Francisco with her husband and their two sons and she enjoys travelling with her family, learning martial arts, and fruit and vegetable gardening.

Making the Grade: Higher Education and Sustainable Investing

Speakers: David Dinerman, JD, Robert Nava JD, Seren Pendleton-Knoll, Paul Herman

Higher education has made significant progress addressing broad scale climate and sustainability challenges in educational programs and campus operations over the last two decades. However, few have considered the impact of the approximately $550 billion in endowment funds invested by the nation's higher education institutions. Now, in the context of sustained student pressure to divest from fossil fuels, many institutions of higher education and foundations are grappling with the question of whether and how to intentionally align institutional investments with their mission, values, and sustainability goals. We will discuss how educational institutions and their advisors are beginning to lead a sea-change in the space, the challenges they face, successes to date, and how to accelerate the movement.

David Dinerman, JD, is a trustee at Hampshire College in Amherst, Massachusetts, where he is Vice Chair, and heads the Finance and Investment Committees. Mr. Dinerman is an attorney who has worked in financial services, software, manufacturing, and real estate, principally as the CFO of companies in which he has worked. Most of his work has been in lower middle market companies. As part of his work on the Hampshire board, Mr. Dinerman has been active in encouraging foundations and endowments to align their mission and principles with how they invest their endowments, and has spoken at over fifteen conferences on the subject. He lives in northern California, holds a BA from Hampshire College, a JD from the University of Oregon Law School, and a LLM from Boston University.

Robert J. Nava, JD, is President of the San Francisco State Foundation and serves as Vice President of University Advancement for San Francisco State University. Before coming to San Francisco State, Mr. Nava held various senior leadership positions at the University of California, Riverside and served as the university's lobbyist in Sacramento and Washington D.C. During much of his 19-year UC Riverside career, he also taught as an adjunct faculty member in CSU Fullerton's Chicano Studies program and worked in advocacy for the Orange County Human Relations Commission. Mr. Nava served as the associate vice president for institutional advancement at the University of Texas at El Paso (UTEP) from 2005 to 2010, during which time he organized the university's centennial campaign, which raised almost half of its $200 million goal in a down economy before its public launch in September 2010. He earned a B.S. in Criminal Justice from UTEP in 1979 and a JD from Western State University College of Law in Orange County, California. He is a Certified Fundraising Executive (CRFE) and was a member of the Harvard Graduate School of Education's Institute for Management and Leadership in Education (MLE), class of 2001. He also was an education fellow with the Institute on Educational Leadership, Washington, DC.

Seren Pendleton-Knoll is Program Director for the Berkeley-Haas Center for Responsible Business and Sustainable Investing & Finance Initiative. Ms. Pendleton-Knoll manages and directs programs within the CRB focusing on sustainable investing and finance. Her content expertise has been key in developing the Berkeley Sustainable Business and Investment Forum, bringing together investors and companies focusing on the evolving concepts of risk management, capital allocation, and sustainable business practices with a focus on long-term value creation, as well as streamlining the Haas Socially Responsible Investment Fund, the first and largest student-led SRI fund within a leading business school, currently valued at over $2 Million. She also directs the CRB case studies in partnership with the Berkeley-Haas Case Series, and the Sustainable Solutions Research Program. Prior to the CRB, Ms. Pendleton-Knoll worked in social services and youth empowerment throughout the Bay Area. She received her Master in Development Practice from UC Berkeley, and her BA with honors in Clinical Psychology and Applied Theater from Whitman College.

R. Paul Herman is Founder, CEO, CIO, and Portfolio Manager of HIP Investor, Inc. An internationally recognized expert in impact investing, Mr. Herman invented the “HIP = Human Impact + Profit” ratings system in 2004. HIP Investor Ratings show that portfolios and companies can realize lower risk, enhanced returns and profit potential, and build a better world — by focusing on the root-cause drivers of value creation, which include human (customers, employees), social (trust, governance) and environmental (energy, water) factors, and their associated impact on profit. Mr. Herman authored *The HIP Investor: Make Bigger Profits by Building a Better World* (John Wiley & Sons, 2010) which is now integrated into 26 university curricula for MBAs, MPAs, and undergraduate students. Herman’s financial expertise began with his Wharton School finance degree and corporate advising at McKinsey & Co. developing incentive regulation for energy companies and regulators. His strategic advisory and implementation leadership for Fortune 500 corporate clients and government continued at CSC Index. At eBay founder Pierre Omidyar’s Network, Herman designed investment strategy that also enabled high human impact, including venture-backed growth companies. Herman led Ashoka.org’s fundraising and partnerships as Chief Development Officer globally, expanding its donations and entrepreneurial networks. Herman is an adjunct professor teaching MBAs at Thammasat Business School in Bangkok, Thailand, and a visiting lecturer for MBAs, including the Presidio MBA Graduate School.

Sustainable Investing Solutions for Tomorrow’s Client Appointments

Speakers: Paul Ellis, Jeff Gitterman, Sarah Green, Craig Churman *(moderator)*

This panel of practitioners will present information, strategies, and tactics to enable the transformation from a traditional practice to one serving the growing desire for sustainable investment solutions. The convergence of massive generational wealth transfer, growing desire for Impact / ESG investing, improvements in analytical tools, and new products coming to market makes this the perfect time for advisors to:

— Differentiate yourself and grow your firm’s assets.

— Respond to your clients’ desire to align their investment portfolios with their values.

— Improve on generational wealth transfer capture.

— Become a highly valued steward of their clients' wealth.

Paul Ellis, JD, was a certified financial planner and franchise advisor with Amerirprise for 23 years. Over the past 15 years, he has become a nationally recognized expert on sustainable investing. He has established a wide-ranging and deep network within the sustainable investment community, and is regularly called upon to provide a financial advisor's perspective on investor relations. He communicates with the CEOs and senior analysts of the largest sustainable investment firms, ensuring that his knowledge of the industry is both current and personal. As a featured columnist for Financial Advisor Magazine (fa-mag.com), Mr. Ellis writes about issues relevant to advisors who want to understand the impact of sustainable investing on the finance industry and their advisory practices. His interviews with Impact Investing thought leaders include the head of Impact Investing for Morgan Stanley, the managing director of the Impact Investing platform at US Trust, the ESG product manager for Bloomberg, and the head of Sustainability Research at Morningstar. He has presented the marketing segment for the live instruction course offered by the US SIF Foundation, Fundamentals of Sustainable and Responsible Investment. Mr. Ellis has a JD degree from Tulane Law School and a BA from Tulane University, and has been inducted into the Tulane Hall of Fame for his football career at Tulane. Paul lives in Beacon, NY, an historic town on the banks of the Hudson River, where he is on the Board of Common Ground Farm and volunteers with the Beacon Institute for Rivers and Estuaries, a nonprofit research institution.

Jeff Gitterman has specialized in financial, wealth, and distribution planning within the academic community since 1991. In 1997, he founded his own firm, Gitterman Wealth Management, which focuses on educating college and university professionals and helping them manage all aspects of their finances. In 2004, he was honored by *Fortune Small Business Magazine* and *Winning Workplaces* as one of our nation's "Best Bosses." Mr. Gitterman produced and hosted a radio show entitled: "Beyond Success: Redefining the Meaning of Prosperity" which challenged listeners to go beyond success and discover a deeper meaning to life. His guests included some of the premier thought leaders in business, politics, science, and spirituality who have reached the pinnacle of financial and professional attainment in their field only to discover a profound lack of fulfillment with what our culture defines as success. His book, *Beyond Success; Redefining the Meaning of Prosperity* is available at Amazon and in all major bookstores. He is also the co-founder of Beyond Success, a coaching and consulting company that brings more holistic ideas to the world of business and finance. When it was discovered that his son, Jake, has autism, Mr. Gitterman took a proactive role with The Center for Autism and UMDNJ. He has organized fundraising projects that raised over $1,000,000 to help autistic children get the care they so desperately need. Mr. Gitterman previously served as Chairman of the Autism Center Advisory Board for the New Jersey Medical School at the University of Medicine and Dentistry of New Jersey, and currently serves on the board of the Child Health Institute of New Jersey at Rutgers Robert Wood Johnson Medical School and on the advisory board to the Master of Science in Human Resources at Columbia University.

Sarah Green, CFP®, is Co-Founder and Principal Advisor at Transformative Wealth Management, LLC, a fee-only investment advisory firm in El Cerrito, CA. She brings joy and a fresh perspective to families, individuals, and small businesses by empowering them to invest in climate solutions and portfolios that align investment strategy with both long-term goals and the common good. For more than fifteen years, Ms. Green has helped clients invest wisely. She has served clients through a boutique investment shop in Oakland and then built her own business at a collectively-owned firm in San Francisco. Her service to clients is inspired by a passion for environmentally aligned investments, the transformative power of money in people's lives, as well as a growing recognition about how corporate actions impact sustainable life on earth. She co-leads the steering committee for the Bay Area Social Investment Forum and is a member of the First Affirmative Financial Network and US SIF: The Forum for Sustainable and Responsible Investing. In her spare time, Ms. Green enjoys yoga, gardening, and spending time with her family: exploring the woods, urban homesteading, travelling, or savoring the simpler moments of life.

Craig Churman, AIF®, is Vice President, Product Development for Saturna Capital Management. He is a graduate of West Virginia University, with a BS in Business Administration, and has an MBA from the University of Pittsburgh. Mr. Churman earned the Accredited Investment Fiduciary® Designation from the Center for Fiduciary Studies in 2013 and has been with Saturna since 2011. Prior to Saturna, Mr. Churman spent ten years in sales and product development at PNC Global Investment Services, transitioning to Bank of New York Mellon when it acquired PNC GIS in July 2010. With over thirty years of experience in financial services, Mr. Churman has held positions in client services, product development, mergers and acquisitions, and finance, at firms such as Federated Investors, BISYS, and Invesmart.